

1 SBI  
#2  
A5 DFC.  
V. 48  
LIBRARY  
OF AGRICULTURE

PERIODICAL  
HELP TO WIN A BILLION DOLLAR MARKET

# AMERICAN NURSERYMAN

## AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. XLIX No. 2

JANUARY 15, 1929

Per Copy 20c

### PAINESVILLE NURSERIES

**T**HE NEW YEAR starts. To all our friends in the trade, we hope it may bring Busy-ness, Prosperity and Happiness.

We are well set for Spring—our offerings exceptionally complete. From time to time we shall display certain specific items of stock, which are prominent or in special supply. We want you to take for granted, however, our accustomed complete line and quantity production in every department.

#### TREES

#### ROSES FRUITS

#### PERENNIALS

#### SHRUBS

#### PLANTS SEEDS

Just now we are booking heavy advance orders by special quotation. It will be distinctly to your advantage to cover early, profiting by these early special prices. We solicit your Want Lists, engaging prompt reply and interesting figures.



### Watch this Bulletin FOR SPECIAL FEATURES JAN. 15, 1929

ARALIA PENTAPHYLLA—2/3, 3/4  
BUDDLEIA FARQUHARI—No. 1, No. 1 ½  
CORNUS STOLONIFERA—2/3, 3/4  
DEUTZIA GRACILIS, 15/18, 18/24  
DEUTZIA LEMOINEI—18/24, 24/30  
FORSYTHIA INTERMEDIA—2/3, 3/4  
FRENCH LILACS—2/3, 3/4  
PHILADELPHUS ROMEO—18/24, 2/3  
RHAMNUS CATHARTICUS—2/3, 3/4  
ROSA SETIGERA—2/3, 3/4  
SPIRAEA BILLIARDI—2/3  
SPIRAEA CALLOSA ALBA—15/18, 18/24  
SNOWBERRY—RED, AND WHITE—2/3, 3/4  
VIRBURNUM DENTATUM—2/3, 3/4  
PRIVET AMURENSE (NORTH)—18/24, 2/3  
PRIVET CALIFORNIA—15/18, 18/24, 2/3  
PRIVET IBOTA—18/24, 2/3  
AMPELOPSIS VEITCHI—No. 1, No. 1 ½  
CLEMATIS PANICULATA—No. 1, No. 1 ½  
EUONYMUS RADICANS—12/15, 15/18  
HONEYSUCKLE HALLIANA—No. 1, No. 1 ½  
POLYGONUM AUBERTI—No. 1, No. 1 ½  
HOLLYHOCKS DOUBLE  
PASCHYSANDRA—2 ½" pots  
YUCCA FILAMENTOSA—2 year

SINCE 1854

THE STORRS & HARRISON CO.

"Painesville Nurseries"

PAINESVILLE, Lake County, OHIO

39 STATE ST.



ROCHESTER, N. Y.

American Fruits Publishing Co.

182  
29  
PP. 4  
CH

*"New York  
State Grown"*



**NURSERY STOCK**  
FRUITS  
ORNAMENTALS  
ROSES  
EVERGREENS

Send for  
Price List

**W. & T. Smith Co.**  
Geneva, N.Y.  
Organized in 1846  
1000 Acres  
in 1928

## We've Just Discovered----

That We Have a Surplus of  
**Rosa Multiflora Japonica**  
6-8 MM, Also Smaller Sizes

*Quick Action if You Wish This Stock*

We also have in Surplus Conn. Valley Grown  
FRENCH CRAB APPLE, Seedlings  
AMPELOPSIS VEITCHII, 1 yr. Seedlings  
HONEYSUCKLE HALLS, 1 yr. Transplants  
NORWAY SPRUCE, 2 yr. Seedlings and 4 yr. Trans.  
LILAC PURPLE, 1 & 2 yr. Seedlings and 2 yr. Trans.  
IBOTA PRIVET, 1 yr. Seedlings

OUR TRADE LIST JUST MAILED  
HAVE YOU RECEIVED YOUR COPY

**C. E. WILSON & CO. Inc.**  
MANCHESTER, CONN.

## Best Tree Digger on Earth



Write for Descriptive Circular and Prices

**Stark Brothers**  
NURSERIES AND ORCHARDS COMPANY  
Louisiana, Missouri

## VERY SPECIAL OFFER

In Thousand Lots Or Less

CALIFORNIA PRIVET, 2-3 ft., 3-4 ft.  
BARBERRY THUNBERGI, 18-24 in., 2-3 ft.  
SPIRAEA VANHOUTTE, 2-3 ft., 3-4 ft., 4-5 ft.  
BECHTEL'S FLOWERING CRAB, 2-3 ft., 3-4 ft.  
LOMBARDY POPLAR, 6-8 ft., 8-10 ft., 10-12 ft.  
CAROLINA POPLAR, 6-8 ft., 8-10 ft.

Write for Special Low Prices  
*Stock A-1*

Also offer general Assortment True to Name  
**FRUIT TREES**

**Kelly Brothers Nurseries**  
DANSVILLE, N. Y.



## THIS PAGE PRESENTS

**American Nurseryman Directory of American Plant Propagators**

**Listing Nursery Concerns Which Specialize in Production of Young Stock  
Including That Which Has Heretofore Been Imported**

The American Plant Propagators' Association, Organized in 1919, Will Hold Its Eleventh Annual Meeting in Boston, Mass., July 16, 1929. H. L. Haupt, Hatboro, Pa.

TWO-INCH BLOCKS ONLY ARE SOLD IN THIS DIRECTORY. EACH BLOCK \$5.00 PER MONTH UNDER YEARLY CONTRACT, INCLUDING PUBLICATION TWICE A MONTH, ON THE 1ST AND 15TH

**Hill's Evergreens**

COMPLETE assortment of lining out sizes. Also larger grades for Landscaping. Send for our wholesale catalog. Also descriptive booklet in colors.

D. HILL NURSERY CO.  
Evergreen Specialists  
Largest Growers in America  
Box 402 Dundee, Illinois

**NAPERVILLE NURSERIES**

Headquarters for  
**LINING OUT STOCK**

Large Assortment  
**WELL GROWN—NONE BETTER**

See Our Lists Before Buying

NAPERVILLE DuPage County ILLINOIS

**NEW PRICE LIST**

of  
HEMLOCK  
ARBOR VITAE  
NORWAY SPRUCE  
SCOTCH PINE  
BALSAM  
CANOE BIRCH  
SUGAR MAPLE

and other Evergreens, Shade Trees, Shrubs, Ferns, and Perennials.

**GEORGE D. AIKEN**  
PUTNEY, VERMONT

**WE HAVE THEM  
You May Want Some**

Norway, Sycamore and Silver  
Maples; Pin, Red, Mossy Cup,  
Catesbaei and Willow Oaks.  
Butterfly Bush, Dogwoods, Deut-  
zias, Forsythia, Spiraea, etc.

Our Trade List is ready.  
Get next to one.

**Atlantic Nursery Co.**  
BERLIN, MARYLAND

**ROSES**

Shrubs Cannas  
Lining-out Evergreens

Send for Trade-List

**The CONARD-PYLE Co.**  
ROBERT PYLE, Pres. West Grove, Pa.  
Established Nurserymen since 1867

**Franklin Forestry Co.**

Nurseries at

COLRAIN and SUDBURY, MASS.

**FOREST NURSERY STOCK  
CONTRACT FOREST PLANTING**

Send for our catalogue

89 State Street  
BOSTON, MASS.

**EVERGREENS  
MILLIONS OF THEM**

Seedlings—Transplants—Cuttings  
Grown under glass

Also Apple Trees, Shade Trees,  
Hedgeplants, Shrubs, Vines, Peony.

Send for our latest Bulletin

**Sherman Nursery Co.**  
The largest growers of Evergreens  
in the world  
Charles City, Iowa

**Broad Leaf Evergreens  
RARE AND CHOICE CONIFERAE**

**AZALEAS** (Evergreen and Deciduous.)  
**FLOWERING SHRUBS,  
VINES and CLIMBERS**

We produce the greatest variety of  
Herbaceous Plants and Field Grown  
ROSES in America. Ask for our  
wholesale price lists.

**Bobbink & Atkins**  
Rutherford, New Jersey

**Canada Hemlock**

Unusually bushy, recently transplanted heavy  
rooted stock. Northern grown—splendid values.

Quality	Height	Each	10	100
3 times trans. B&B, 3 to 4 ft.		\$3.50	\$30.00	\$250.00
3 times trans. B&B, 2 to 3 ft.		2.50	20.00	175.00
3 times trans. B&B, 18 to 24 in.		2.00	15.00	125.00
Quality	Height	10	100	1000
twice trans. 2 to 3 ft.		\$12.00	\$110.00	\$1,000.00
twice trans. 18 to 24 in.		9.00	80.00	750.00
twice trans. 12 to 18 in.		7.50	70.00	650.00

Prices f. o. b. Framingham, Mass.  
Packing charged at cost.  
ADDRESS BOX N-2

**Little Tree Farms**  
FRAMINGHAM CENTRE, MASSACHUSETTS

**Lining Out Stock**

Good assortment of  
**DORMANT STOCK**  
still on hand

See our latest bulletin.

Write for copy.

**Onarga Nursery Co.**  
CULTRA BROS., Mgrs.  
Onarga, Illinois

American Fruit Tree Seedlings that  
never miss. Only seedlings with sus-  
tained quality. Many large Nurserymen  
that have tried them, are adopting them.

We offer for next spring's delivery:

Branched Root Apple Seedlings.  
Mazzard, Mahaleb, P. Calleryann.  
Pr. Myrobolan, Catalpa Speciosa,  
Ulmus Parvifolia, R. Multiflora Jap.

Large Stock Flowering Trees and Shrubs

**VISTICA NURSERIES, Inc.**  
118 North Ophir St. Stockton, Calif.

**EVERGREENS**

Five million seedlings and  
transplants. We have the  
quality in quantity. Grown  
in the natural Timber Belt  
of northern Minnesota.  
Grown without artificial  
watering. Hardy and heal-  
thy. Submit your specified  
Want List for quotations.  
List mailed.

**Ferndale Nursery**  
LUDWIG MOSBAEK ASKOV, MINN.

**Scotch Grove Nursery**

Growers of

**EVERGREENS**

For

**Lining Out**

GOOD ASSORTMENT  
STANDARD SORTS

Price List on Request—Established 1871  
SCOTCH GROVE, IOWA

**1929 PRICE LIST**

of Collected

**LINING OUT STOCK**

Also larger sizes of Hardy Native  
TREES, SHRUBS, VINES, FERNS,  
BULBS and WILD FLOWERS

**L. E. WILLIAMS NURSERY CO.**  
Exeter, N. H.

## DIRECTORY OF NURSERY TRADE ASSOCIATIONS OF AMERICA

**American Association of Nurserymen**—Charles Sizemore, secy., Louisiana, Mo.; July 16, 1929, Boston, Mass.

**Alabama Nurserymen's Association**—Dr. F. T. Nye, Secy., Irvington.

**Arkansas Nurserymen's Ass'n.**—J. E. Britt, Secy., Bentonville.

**California Assn. of Nurserymen**—Henry W. Kruckeberg, 340 S. San Pedro St., Los Angeles, Cal.; Sept. 26-28, 1929, Fresno, Cal.

**Connecticut Nurserymen's Association**—A. E. St. John, Secy., Manchester, Jan. 16, 1929, Hotel Bond, Hartford.

**Eastern Canada Nurserymen's Association**—Chas. K. Baillie, Secy., Box 158, Welland, Ontario.

**Eastern Nurserymen's Association**—Fred Worsinger, Secy., Tacony, Pa.

**Fruit and Flower Club of Western New York**—J. C. Hoste, Newark, N. Y.

**Illinois Nurserymen's Association**—N. E. Averill, secy., Dundee, Ill., Jan. 16-18, 1929, Hotel Sherman, Chicago.

**Iowa Nurserymen's Association**—Harold J. Parnham, secy., Capitol City Nurs., Des Moines.

**Kansas Nurserymen's Association**—James N. Farley, Secy., Topeka.

**Kentucky Nurserymen's Association**—Alvin Kidwell, Secy., St. Matthews, Jan. 31, 1929, Lafayette Hotel, Lexington, Ky.

**Massachusetts Nurserymen's Association**—Whitthorpe H. Thurlow, secy., West Newbury.

**Michigan Association of Nurserymen**—C. A. Krill, secy., Kalamazoo, Feb. 20-21, 1929, Hotel Statler, Detroit.

**Minnesota Nurserymen's Association**—W. T. Cowperthwaite, Secy., 20 W. Fifth St., St. Paul.

**Mississippi Nurserymen's Association**—M. B. Allen, Lillydale, secy.

**Missouri Nurserymen's Association**—George H. Johnston, secy., Kansas City Nurs., Kansas City, Mo., Jan. 30-31, 1929, President Hotel, Kansas City, Mo.

**Nebraska Nurserymen's Association**—Ernst Herminghaus, Secy., Lincoln.

**New England Nurserymen's Association**—W. N. Craig, Secy., Weymouth, Mass., Jan. 22-23, 1929, Boston, Mass.

**New Jersey Association of Nurserymen**—John Marselle, secy., Wyckoff, N. J.

**New York Nurserymen's Association**—Charles J. Maloy, secy., Rochester, N. Y.

**Northern Retail Nurserymen's Association**—C. H. Andrews, secy., Faribault, Minn.

**Ohio Nurserymen's Association**—Royce Pickett, secy., Clyde.

**Oklahoma Nurserymen's Association**—W. E. Rey, secy., Oklahoma City, Jan. 16, 1929, Huckins Hotel, Oklahoma City.

**Pacific Coast Association of Nurserymen**—C. A. Tonneson, Secy., Burton, Wash., July 1929, Walla Walla, Wash.

**Pennsylvania Association of Nurserymen**—Floyd S. Platt, secy., Morrisville, Pa.

**Rocky Mountain Nurserymen's Assn.**—Chas. C. Willmore, Secy., Box 382, Denver.

**Rhode Island Nurserymen's Association**—Daniel A. Clarke, Secy., Fiskeville.

**Rio Grande Valley Nurserymen's Assn.**—H. L. Bonnycastle, secy., Mercedes, Tex.

**South Dakota Nurserymen's Association**—J. B. Taylor, secy., Ipswich.

**Southeastern Nurserymen's Ass'n.**—Otto Buseck, Secy., Asheville, N. C.

**Southern Alabama Nurserymen's Ass'n.**—W. H. Pollock, secy., Irvington.

**Southern California Nurserymen's Ass'n.**—A. W. Jannoch, Pasadena, Cal.

**Southern Nurserymen's Association**—W. C. Daniels, Secy., Pomona, N. C., Sept. 11-12, 1929, Birmingham, Ala.

**South Texas Nurserymen's Ass'n.**—R. H. Bushway, Secy., 304 McGowen Ave., Houston.

**Southwestern Nurserymen's Association**—Thomas B. Foster, Secy., Denton, Tex., Sept. 4-5, 1929, Fort Worth, Tex.

**Tennessee Nurserymen's Association**—Prof. M. G. Bentley, secy., Knoxville, Tenn.

**Twin City Nurserymen's Association**—H. G. Loftus, Secy., St. Paul, Minn.

**Western Association of Nurserymen**—George W. Holsinger, secy., Rosedale, Kan., Jan. 30-31, President Hotel, Kansas City.

**Western Canada Nurserymen's Association**—T. A. Torgeson, Secy., Estevan, Sask.

**Wisconsin Nurserymen's Association**—W. G. McKay, Secy., Madison.

### Cole's Root-Pruned Shade Trees

are always in heavy demand with those careful buyers who want only the best. **COLE'S SPACING**, which gives the trees ample room to develop properly, is another reason for this demand.

This year we are pleased to offer you the following trees which we believe have root-systems, trunks and tops that cannot be surpassed:

**SILVER MAPLE—15,000 Beautiful Trees**

Sizes from 1 inch to 2 1/2 inches.

**SUGAR MAPLE—2,000 Specimens.**

Sizes 6 to 8, 8 to 10, and 10 to 12 feet.

**CATALPA BUNGEI—5,000 Extra heavy.**

**TEA'S WEEPING MULBERRY—3,000 Real nice.**

**EUROPEAN SYCAMORE—3,000 Straight trunks.**

Sizes up to 2 1/2 inches.

**BOLLEANA POPLAR—5,000 Just right.**

Sizes up to 1 3/4 inches.

**LOMBARDY POPLAR—10,000 Well rooted.**

Sizes up to 3 inches.

**GOLD BARK WILLOW—2,000 Fine trees.**

Sizes up to 2 1/2 inches.

Let us quote you surprisingly low prices for this quality stock.

We invite your inquiry for other varieties, also for Shrubs, Evergreens, Fruits, Perennials and

"Everything That is Good and Hardy"

## THE COLE NURSERY CO.

48 Years at

PAINESVILLE, OHIO

### LABELS FOR NURSERYMEN

**THE BENJAMIN CHASE CO.,**

DERRY, N. H.

### CLOSING TIME:

FOR TRADE  
ADVERTISEMENTS

### AMERICAN NURSERYMAN—Semi-Monthly

1st of Month Issue

First Forms: - 23rd each month

Last Forms: - 25th each month

15th of Month Issue

First Forms: - 8th each month

Last Forms: - 10th each month

If proofs are wanted, copy should be in hand previous to above dates

American Fruits Pub'g Co., P. O. Box 124, Rochester, N. Y.

### To the Trade Only

We offer our customary extensive line of Fruit, Nut and Shade Trees, Flowering Shrubs, Choice Conifers, Broad Leaved Evergreens, Superior Portland Grown Roses, Fruit and Shade Tree Seedlings, and Rooted Manetti Stocks.

### FRANQUETTE WALNUTS

This is the variety almost exclusively grown in the Pacific Northwest. It starts extremely late, thus escaping spring frosts. The nuts are large and bring top prices in the market.

Franquettes are usually grafted on California Black stocks, but we have this year again grafted a few thousand on the Eastern or American Black Walnut, which is hardier in cold sections, purposely for our Eastern trade.

### Portland Wholesale

### Nursery Company

East Washington at Sixth Street  
**PORTLAND OREGON**

Largest and Best Supply of

### GRAPE VINES

### CURRANTS

### GOOSEBERRIES

in all old and new varieties and grown in the famous Chautauqua-Erie Grape Belt.

Sixty years' experience in growing and furnishing strong, fibrous roots of well-known HUBBARD COMPANY grade.

Prompt shipment.

Attractive prices made on quantity lots.

### T. S. Hubbard Co.

FREDONIA, N. Y.

Say you saw it in "American Nurseryman"



## AMERICAN NURSERYMAN — January 15, 1929

**EDITORIAL DEPARTMENT**—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. All photographs will be returned promptly.

**Advertising**—Advertising forms close on the 25th of each month. If proofs are wanted, copy should be on hand one week earlier. Advertising rate is \$2.50 per column-width inch. "AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the earl operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

**SUBSCRIPTIONS**—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for \$2.50 a year; to Canada or abroad for \$3.00 a year. Single copy 10c of current volume, 20c; of previous volumes, 25c.

RALPH T. OLCOTT  
Editor, Manager

AMERICAN FRUITS PUBLISHING COMPANY INC.

39 State Street,  
Rochester, N. Y.

**WHAT THIS MAGAZINE STANDS FOR**—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

**INDEPENDENT AND FEARLESS**—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and is the only Nursery Trade publication which is not owned by nurserymen.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and international in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

## Classified Business Announcements In this Issue

AN INDEX OF CURRENT WANTS AND OFFERINGS IN THE NURSERY TRADE

Aiken, George D.....	Evergreen Shade Trees, Etc. ....	23	Lovett, Lester C.....	Privet and Berberis .....	39
Allen Nursery Co. ....	Stock Wanted .....	37	Lutz Peony Farms.....	Peonies .....	39
American Bulb Company....	Dutch Bulbs, Etc. ....	37	Merritt, Jos. S.....	Hydrangea Specialist .....	41
American Landscape School..	Landscape Instruction .....	38	Monroe Nursery .....	Fruits and Ornamentals .....	35
Atkins & Durbrow, Inc.....	Peat Moss .....	35	Monticello Nursery Co.....	Pecan Trees, General Nur. Stock..	41
Atlantic Nursery Co.....	Young Stock .....	23	Mosbek, Ludwig .....	Evergreens .....	23
Bailey's Nursery, J. V.....	Hardy Nursery Stock .....	37	Mountain View Floral Co....	Portland Roses .....	37
Bernardin, E. P.....	General Nursery Stock .....	39	Mt. Arbor Nurseries.....	Special Announcement .....	38
Bobbink & Atkins.....	Broadleaf Evergreens .....	23	Naperville Nurseries .....	Lining Out Stock .....	23
Bolling Farms Nurseries....	Shrubs, Evergreens, Etc. ....	39	Neosho Nurseries Co.....	Tree Digger .....	41
Borling Nurseries, H. A.....	Peach Trees .....	37	Northeastern Forestry Co....	Evergreen Seedlings, Transplants ..	23
Bountiful Ridge Nurseries..	Peach Trees .....	29	Norton, Arthur L.....	Pin Oak Seedlings .....	37
Bridgeport Nursery .....	General Nursery Stock .....	26	Ohio Nursery Company.....	Paper Labels .....	41
Burr & Company, C. R.....	Special Announcement .....	26	Onarga Nursery Co.....	Ornamental Nursery Stock .....	43
Champion & Son, H. J.....	Shrubs, Roses, Etc. ....	37	Onarga Nursery Company....	Lining Out Stock .....	23
Chase Company, Benjamin..	Nursery Labels .....	24	Painesville Nurseries .....	General Nursery Stock .....	21
Cole Nursery Co.....	Evergreens .....	24	Park Nursery Co.....	Lining Out Stock .....	40
Commercial Nursery Co.....	Special Announcement .....	41	Parsons Wholesale Nurseries..	General Nursery Stock .....	39
Conard-Pyle Company .....	Roses, Lining Out Stock .....	23	Payne Farms, Frank .....	Blackberry Plants .....	41
Coniglsky, B. F.....	New Plate Books .....	41	Payne Farms, Frank .....	Dahlia Bulbs .....	38
Cultra Brothers .....	Young Stock .....	23	Pennsylvania Nur. Co.....	Catalpa Bungei .....	37
Cyclopedia of Horticulture...	Standard Works .....	42	Portland Wholesale N. Co....	Special Announcement .....	24
<b>DIRECTORY</b> .....	Growers of Young Stock .....	23	Princeton Nurseries .....	Ornamentals .....	40
DuPont de Nemours Co., E. I.	Plant Disinfectant .....	37	Process Color Printing Co....	Color Prints .....	41
Essig Nursery .....	Small Fruit Plants .....	43	Ramsay & Co., L. W.....	Advertising for Nurserymen .....	41
Fleu, Jr., Conyers B.....	Tree Seeds .....	37	Reed, W. C. & Son.....	Cherry, Apple, Plum .....	43
Floricultural Illustrating Co.	Color Plates .....	40	Rhododendron Supply Co. ..	Evergreen Seedlings .....	43
Forest Nursery Co.....	General Nursery Stock .....	37	Scarff's Sons Co., W. N.....	Small Fruit Plants .....	39
For Sale .....	Wholesale Nursery Business ..	42	Schifferli & Son Nur., F. E.	Small Fruit Plants .....	37
Franklin Forestry Co.....	Forest Nursery Stock .....	23	Scotch Grove Nursery.....	Evergreens .....	23
Fraser Nurseries, Inc. ....	General Nursery Stock .....	41	Sherman Nursery Co. ....	Evergreens .....	26
Grunwald, A. ....	European Seed House .....	37	Sherman Nursery Co.....	Evergreens .....	23
Herbst Bros. ....	Tree and Shrub Seeds .....	39	Shi Ping Chi.....	Tree and Shrub Seed .....	43
Hill Nursery Co., D.....	Evergreen Plate Book .....	37	Simpson Nursery Co.....	Pecan Trees .....	37
Hill Nursery Co., D.....	Evergreen Specialists .....	44	Skinner & Co., J. H.....	Fruit Trees .....	37
Hill Nursery Co., D.....	Young Stock .....	23	Smith Co., W. & T.....	Fruit Trees, General Nur. Stock...	22
Hobbs & Sons, C. M.....	General Nursery Stock .....	26	Standard Engine Co. ....	Garden Tractor .....	40
Horticultural Advertiser ..	English Trade Periodical .....	40	Stark Bros., N. & O. Co....	Improved Tree Digger .....	22
Howard-Hickory Co. ....	Peach Pits .....	41	Storrs & Harrison Co.....	General Nursery Stock .....	21
Howard Rose Co.....	Roses .....	41	Titus Nursery Co. ....	Special Announcement .....	38
Hubbard Company, T. S....	Grape Vines, Berry Plants .....	24	Tschetter, John H.....	Digitals .....	41
Huntville Wholesale Nurs.	General Nursery Stock .....	43	United States Nurseries ..	Flowers, Fruit, Evergreens .....	38
Ilgenfritz' Sons Co., I. E....	Fruits and Ornamentals .....	35	Vincennes Nurseries .....	Fruit Trees .....	43
Independence Nurseries ..	Spruce, Etc. ....	43	Vistica Nurseries .....	Roses .....	23
Independent Fruit Co. ....	Grape Cuttings .....	40	Vistica Nurseries, Inc.....	Fruit Tree Seedlings .....	42
Jackson & Perkins Co.....	Special Announcement .....	39	Wanted .....	Landscape Architect .....	42
Jones Nursery Co., E. W. ...	Maples, Etc. ....	43	Wanted .....	Nursery Production Manager .....	42
Kelsey Nursery Service....	General Nursery Stock .....	37	Wanted .....	Position as Production Mgr. ....	42
Leonard & Son, A. M.....	Nursery Tools .....	23	Washington Nursery Co....	Special Announcement .....	43
Little Tree Farms .....	Canada Hemlock .....	37	Wayside Gardens Co.....	Hardy Perennial Plants .....	43
Lewis & Valentine Co.....	Shade Trees Wanted .....	37	Westcroft Gardens .....	Surplus Nursery Stock .....	41
Long, Frank G. ....	Norway Maple .....	42	West & Sons, T. B.....	General Nursery Stock .....	43
			Westminster Nursery .....	Cal. Privet, Etc. ....	41
			Williams Nur. Co., L. E. ....	Evergreen Transplanting .....	23
			Willis Nurseries.....	Kansas Grown Apple Seedlings ..	43
			Wilson & Co., C. E.....	Conn. Grown Stock .....	22
			Young, Robert C.....	Boxwood .....	39

## YOU MUST HAVE YOUR ORDER IN FOR EARLY SPRING SHIPMENT

This new Market Development promises to be a great sales-maker.

### *Talk to Us!*

January Bulletin just chock-full of a complete line of general nursery stock that is GRADED and PRICED RIGHT.

Better let us have your list for special quotation.

**C. R. BURR & COMPANY, Inc., MANCHESTER, CONN.**

**GENERAL NURSERYMEN**

*We do not sell at wholesale to retail buyers.*

## Evergreens....

*Good soil, a cold climate, great care in growing, careful digging, and skillful packing make Sherman's Evergreens the best.*

*Evergreens of all sizes for all purposes.*

*Also a general line of nursery stock.*

Write for wholesale list.

**The SHERMAN NURSERY Co.**  
Department C, Charles City, Iowa

*. . . The . . .*

## Bridgeport Nursery

Established 1875

### *For Spring 1929*

CHERRY—mostly small grades

APPLE, PEACH, PEAR and PLUM

CATALPA BUNGEI—2 yr. heads in car load lots

ELM, SOFT MAPLE, WHITE ASH up to 2½" caliper

SPIREA VANHOUTTE, 3 yr. heavy, ¾ and 4/5 feet in car lots

General line of

Shade Trees, Shrubs, Evergreens

Perennials, Roses, Etc.

**C. M. HOBBS & SONS**

BRIDGEPORT, INDIANA

*Largest Nursery in Indiana*



# AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

## The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y. Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES.—BYRON

VOL. XLIX

ROCHESTER, N. Y. JANUARY 15, 1929

No. 2

### Claims Record Size for New York Association

President Bowden Says Empire State Nurserymen's Organization Tops Illinois by Five Members—Says It Ought To Too—The Annual Meeting

#### REVIEW OF THREE DECADES OF ORGANIZED ACTIVITY

##### President Bowden's Address at New York Association Meeting

It seems to be an unwritten rule that at our annual meetings, your President should talk to you whether he has anything to say or not, and as most of you at least are young in spirit, perhaps the safest plan would be for me to talk about things that happened years ago, rather than discuss present-day topics.

Let's start back with the origin of the first Nurserymen's association in this state. Along in the late nineties the original association was organized with the late William C. Barry as president and William Pitkin as secretary and treasurer. I might say in passing that the treasurer, in those days, was not overlooked, at least with association affairs.

In the early days this Association consisted of a mere handful of men who met once a year in one of the member's offices to swap stories, and to transact any state business that needed attention. The only member out of the state was the Storrs & Harrison Co., Painesville, O. They were regularly represented by our friend, the late John H. Dayton. In the passing of John Dayton this association as well as the entire industry has lost a man who, perhaps, has in his day, done as much, or more for the principles of organized effort than any other in the Nursery Industry.

This small body of men called themselves the Eastern Association; they evidently figured that there were no Nursery firms east of New York State and they could use that name to identify themselves. The salary of the president and secretary-treasurer must either have been large or grafting was a common Nursery practice in those days, for they succeeded themselves year after year.

The Eastern Association carried on in a small but effective way until 1913, when the legislature in Albany began to have growing pains and felt that it was necessary for them to begin making laws and the Nursery Industry was picked on as a good body to experiment with. The legislation proposed seemed to be of importance to the industry, and a general notice was sent to the Nurserymen of the state to assemble in Utica, N. Y. on Sept. 4, 1913, Utica being a central point in the state easily reached by the men invited.

The following named attended that conference:

Maxwell Sweet, Frank Hartman, C. W. McNair, Dansville, N. Y.

William Pitkin, E. S. Osborne, Horace Hooker, C. J. Maloy, H. B. Phillips, Irving



E. HORTON BOWDEN, Geneva, N. Y.  
President New York State Nurserymen's Association

Rouse, Peter F. Willems, Walter Webb, Rochester, N. Y.

J. Marcel Dickinson, Spencerport, N. Y.

John Watson, J. M. Pitkin, Newark, N. Y.

John P. Rice, Geneva, N. Y.

S. A. Robinson, Flint, N. Y.

At this meeting William Pitkin was elected temporary Chairman and H. B. Phillips temporary secretary. The original name of the Eastern Association passed on, the association extended its scope and adopted the name of the New York State Nurserymen's Association. These officers were elected: President, E. S. Osborne; vice-presidents, J. M. Pitkin, Maxwell Sweet, and F. A. Guernsey, Schoharie, T. J. Smith, Geneva, F. E. Schifferli, Fredonia; secretary, H. B. Phillips; treasurer, Horace Hooker; executive committee, the president, secretary, J. B. Morey, Dansville, John P. Rice.

So much for the beginning of the Association in the early days and its enlargement during the year 1913. Between the years 1913 and 1920 the meetings were held irregularly, but as the real value of the Association became more apparent to the membership, it was felt that regular meetings should be held, and for a time one-day meetings were held each year, but it was soon found out that one day was too short for all the many activities to be presented, so our meetings were increased to two days.

We have been able to increase our membership each year and each succeeding administration has done its part to place the New York State Association where it really belongs, at the head of the list, with the largest state association in the United States. It has been no small task to do this, as we have had real competition by the Illinois State Association, which has a bunch

of live fellows behind it; but I am pleased to state that the latest information I have is that the Illinois Association has 82 active members while we have 87.

We are at the head of the list; we belong there. We have the finest soil, the best climatic conditions for the growing of hardy Nursery stock that can be found anywhere in the United States. We have some of the largest retail organizations and some of the largest wholesale organizations in the country.

The question might be asked how did we make this growth this past year. Well, one reason is, we found the right kind of a Bush, we kept it supplied with moisture and fertilizer, and the result was that this Bush produced results. No free replacement was necessary, and I want to give full credit to Ernest Bush of Newark, who went into that crap-shooting huddle every week and wasn't satisfied with either seven or eleven, but who kept on shooting until he added many new members to our organization.

I also want to thank Philip Farber of Chase Brothers Company and his transportation committee for the fine work done in the efficient handling of the Cobourg and Denver trips.

The retail committee has functioned in fine shape; it has worked together with a spirit of cooperation which has helped them to solve many problems affecting their own branch of the business. I also want to thank the legislation committee, the wholesale committee, the entertainment committee and the secretary for their assistance during the last year, and feel sure that with the same spirit of cooperation among all the members, this Association will have no trouble in holding its lead as the largest state association in the United States.

Nurseryman Is Broadcasting—N. A. Reasoner, Royal Palm Nurseries, Oneco and Tampa, Fla., is delivering lectures on plant culture from Radio Station WDAE, offering prizes; as, for instance, a half-dozen rose bushes to the boy or girl under 16 years of age who could name the largest list of plant subjects commonly used in beautification work.

#### MASSACHUSETTS NURSERYMEN'S ASSOCIATION Winthrop H. Thurlow, W. Newbury, Secy.

Annual meeting of the Massachusetts Nurserymen's Association was held Jan. 8 at Hotel Bellevue, Boston. Discussion of the National Publicity Campaign was led by Donald D. Wyman. The present status of quarantines was outlined by State Nursery Inspector R. H. Allen. There was a round table discussion of mechanical aids in the Nursery, led by Sheldon Robinson. Harold Hill Blossom gave an illustrated lecture on "The Gardens of Spain." Program arrangements were made by the association secretary, Winthrop H. Thurlow, West Newbury, Mass.

# Just How to Increase Nursery Profits

Explained by C. E. Cary, Practical Nurseryman, at Annual Convention of Illinois Nurserymen's Association in Chicago—Other Worthwhile Messages

## JOINT MEETING WITH GARDEN CLUBS INTERESTING FEATURE

### PROGRAM

Wednesday, January 16, 1929—1 P. M.

Crystal Room

Invocation, Rev. Benj. E. Chapman, Trinity Church, Aurora, Ill.  
President's Address, F. J. Littleford.  
Treasurer's Report, Geo. W. Klehm.

### THE OUTLOOK FOR 1929

Franklyn Hobbs

Central Trust Company of Illinois  
A BALANCED DIET FOR TREES AND SHRUBS

Dr. G. J. Raleigh

Training and experience qualify him to discuss the proper methods for building up soil and give practical suggestions for a balanced diet for trees and shrubs. Received his Bachelor of Science Degree in Horticulture from the Kansas State Agricultural College. Also took post-graduate work at the University of Nebraska and University of Chicago.

### EVERY DAY PROBLEMS

Fred W. von Oven

Thursday, January 17, 1929

Louis XVI Room

Thursday noon, January 17, 1929, 12:00 p. m., luncheon will be served in the Louis XVI Room. Homer J. Buckley, chairman Committee on Public Information, Chicago World's Fair Centennial Celebration, will be the luncheon speaker.

CHICAGO WORLD'S FAIR CENTENNIAL  
Homer J. Buckley

The community of Chicago invites the world to join in celebrating its One Hundredth Birthday Party in 1933. Chicago has a wonderful story to tell concerning the central theme of this world-wide exposition of human progress. A story of interest to the people of every land and of particular interest to the men and women in each business profession in our own country.

Thursday, January 17, 1929—1 P. M.

Call to Order, President F. J. Littleford.  
Announcements.

HOW TO INCREASE NURSERY PROFITS  
E. C. Cary

Mr. Cary has been employed by the American Association of Nurserymen to assist Nurserymen with their selling problems. Mr. Cary was once a practical Nurseryman and knows the Nurseryman's problems. He comes to the association from the University of Minnesota where he has had charge of the Landscape course and where he conducted a sales school for Nurserymen each year. Mr. Cary is a forceful speaker and is certain to bring a worth-while message.

COOPERATION AND THE COOPERATIVE ADVERTISING CAMPAIGN  
E. G. Naeckel, Campaign Manager

As everyone knows, E. G. Naeckel has been designated by the Association as the Campaign Manager to direct the raising of the funds for the National Advertising Campaign. Mr. Naeckel will come to the Illinois meeting, direct from his field work among Nurserymen. He will be able to give us the latest news covering the Campaign and can also outline the advertising activities for 1929.

HOW TO MAKE COOPERATIVE ADVERTISING PAY  
Charles Coolidge Parlin

Mr. Parlin has given a great deal of study to the problems of cooperative advertising. He has appeared before more than forty associations, giving his experience on this subject. During the past eighteen years, Mr. Parlin has devoted all his time to this work. His surveys have covered many industries, including rural communities, industrial centers and agricultural sections. Mr. Parlin is the Dean of the workers in Commercial Research.

Friday, January 18, 1929—10:00 A. M.

Crystal Room

### ELECTION OF OFFICERS

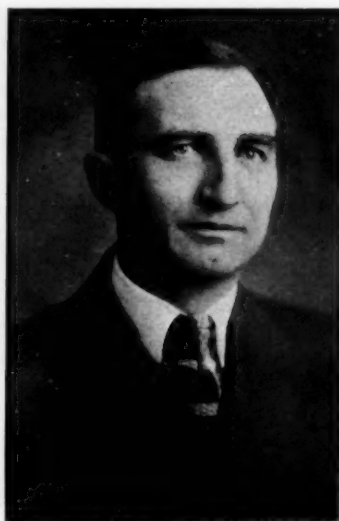
There will be a morning session for committee reports and election of officers. All members are requested to attend this meeting for the transaction of any business they wish to bring before the members of the association.

Friday, January 18, 1929—1 P. M.

Louis XVI Room

A joint meeting of the Illinois Nurserymen's Association and the Garden Clubs of Illinois has been arranged for this part of the program.

For many years the Nurserymen and the garden club members have been talking at each other. The time has come when we



PRESIDENT F. JASON LITTLEFORD  
Illinois Nurserymen's Association

should now discuss the possibilities of the garden together.

Call to Order, F. J. Littleford.

Greeting, Mrs. Frederick Fisher, President Garden Club of Illinois.

Yesterday and Today, Mrs. O. W. Dynes, Hinsdale, Ill.

WHAT THE GARDEN MEANS TODAY IN DESIGN AND COLOR

Mrs. Nellie B. Allen, Landscape Architect

The gracious art of gardening has developed a special significance in the present period, according to Mrs. Allen. The garden as a setting for the home and as an extension of the home picture is an individual problem. With the present day methods of planting the garden an infinite variety of expressions are possible. Methods of planning and planting the permanent garden and some of the possibilities of selection of material will be discussed by Mrs. Allen. Her talk will be illustrated by colored lantern slides.

### THE MORTON ARBORETUM

H. Teuscher, Botanist

The Morton Arboretum is a scientific institution with practical aims, its purpose being to study the woody plants of the world in order to obtain data on their hardiness and usefulness. The Arboretum is laid out like a beautiful park, worth visiting for all who have eyes to see and a heart to enjoy seeing. As an institution it is only seven years old. Therefore, naturally, still in the early stages of development. The native flora, which in all its richness is carefully preserved, and which serves as a background for experimental plantings, affords a unique opportunity for observation

of the native trees and wild flowers of this region. H. Teuscher, botanist, has been at the Morton Arboretum since the spring of 1923. He is well qualified for the important position he holds. The information he has will be of interest to everyone interested in trees, shrubs and plants.

### Congenial To the Chestnut

The acid soils of Southern Illinois have proved congenial, not only to apple and peach culture but also to nut culture. The 29-year-old chestnut orchard of the Whitfords, Farina, Ill., is an example. Young trees planted by Edward M. Whitford and top worked the next spring bore nuts when the grafts were two years old; and when the grafts were four years old had as many as 155 filled burs, and a top spread of six feet, growing fully as fast as apple trees. At the age of five years one tree produced twenty pounds of nuts which sold on the Chicago market at 35 cents per pound. Chestnut trees bloom in May, are seldom hurt by frost, bear crops annually. The chestnut tree requires very little pruning and no spraying in Illinois as blight is still unknown in that state. The propping of trees is not necessary and in gathering the crop no ladder climbing is necessitated.

Since 1915 the three and one-half-acre orchard of the Whitfords has netted profits of from \$600 to \$1200 a year. The 1928 crop amounted to 3,640 pounds, selling at 26c per pound. The total expense was \$150. Chestnut prices vary from 25c to 35c per pound.

Mr. Whitford says: "The chestnut tree adapts itself to a variety of soils. It naturally prefers a light, well-drained soil containing a large proportion of sand. Chestnut trees are found on hills and ridges overlying limestone soils, but such soils are drift deposits showing no limestone. I do not think lime is beneficial to chestnut trees; but, if used light enough to sweeten the soil for legumes to get a start, it will not hurt the trees. On small Nursery trees I think it is injurious."

The Whitford orchard contains 160 bearing trees. Ridgely, Paragon, Boone and Fuller are the varieties.

One hundred acres of chestnut trees have been planted in the last three years in the vicinity of Farina and Vandalia, in Fayette County, Ill., due to the success of A. M. and D. F. Whitford, sons, and E. M. Whitford, Jr., grandson of Edward M. Whitford who died last month.

Plants as Gifts—R. L. Taylor, manager of the Taylor Nursery, El Paso, Tex., suggests giving evergreens or other kinds of plants for Christmas gifts. "Plants," he says, "are not given as much as other articles, therefore, are more original as gifts. One becomes tired of receiving the same thing year after year the same as the giver tires of giving it. An evergreen gives pleasure the whole year, and through the years to come, if cared for. Flowering plants are almost as popular as the evergreens. Evergreens are equally nice presents for birthdays and anniversaries."

What Price Christmas Greens—The Brooklyn Botanic Garden's leaflet bearing this title, suggesting that Nurserymen, landowners and any others interested be encouraged to grow and market Christmas greens on a commercial scale, brought many inquiries as to cultural methods.

Dr. Hedrick's Successor—Prof. Richard Wellington, who has been associate in research at the N. Y. Agl. Expt. Station, Geneva, N. Y., has taken over the duties of Dr. U. P. Hedrick as head of the department of horticulture. Dr. Hedrick is now director of the station.



# Quantity Production of Seedling Stocks

The Problem Under Investigation at New York Experiment Station—Preparation For the Contemplated Embargo—Three Methods In Use

## THE PRODUCTION STORAGE AND DISTRIBUTION OF NURSERY STOCK

By Harold B. Tukey, Chief in Research Horticulture, Before New York Nurserymen's Association

**T**HE work upon which it is my privilege to report is that arising from a special appropriation made by the state legislature of 1927 through the activity of New York State Nurserymen, and specified as an act to provide for the experimental study of problems of production, storage, and distribution of Nursery stock.

To begin with, the initial object of these investigations is the quantity production of seedling stocks in preparation for the contemplated embargo upon seedling stocks by the Federal Government set for July 1, 1930. Accordingly, while it is the plan to look upon these investigations as a permanent aid to the Nursery industry of the state dealing with a general line of Nursery problems, yet the immediate call is with regard to seedling stock production and this has been the aim of the work again this past year.

Three methods have been in use at the New York State Agricultural Experiment Station at Geneva, N. Y., in the production of seedling stocks during three seasons, namely (1) From seed in one season without transplanting; (2) From seed in one season but with transplanting; (3) By growing for more than one season. The first method is the one commonly employed in the seedling section of America, and gives a high proportion of straight roots. The transplanting method is used largely in the seedling producing sections of Europe. The third method is used in all sections, but to a small degree.

The first problem in all three methods is in the securing, handling, and the storage of seeds. With seeds of the hardy fruits a period of after-ripening is necessary before they will germinate, which in these tests has been effected at temperatures of 34 to 41 degrees Fahrenheit and under moist conditions. Storage in a cool cellar in damp sand, in the ice compartment of a refrigerator, in an ice house, and out-of-doors in prepared beds, have all given good results. Sound seed that has not been after-ripened will lie dormant in the soil for one year and germinate the second season. Fall planting has accomplished the same results as those secured by artificial after-ripening or by bedding, though because conditions during the dead of winter are not ideal, for after-ripening there may be insufficient time to complete after-ripening with such seeds as cherries, unless they are planted early. Some seeds, notably cherries, require a long period in which to after-ripen and must be stratified early. With pears and apples, late fall planting is satisfactory, so far as after-ripening is concerned, yet for other reasons spring planting is preferred.

The source from which the seed is secured is an important factor. Domestic supplies of seed have generally given better germination than those of imported seed. Seed from late ripening varieties of both sweet and sour cherries have given the higher germination, while early ripening sorts have given few viable seeds. Early Richmond, for example, has produced 0.7% sound seed, Montmorency 84.2%, and English Morello 100%. Furthermore, seed from fully

ripened fruit has been better than that from cherries picked early for the markets has cherries picked early for the markets has given poorer germination than that from fruit dead ripe. In general, effort should be made to secure clean seed from late-ripening, well-ripened fruit, so far as cherries are concerned.

Apple seed from Baldwin, Rhode Island Greening, and Tompkins King has given low germination and seedlings of poor vigor. On the other hand Winesap, Wealthy, Ben Davis, Delicious, and Rome Beauty have given good seed and vigorous seedlings. That the pollen parent plays an important part is shown by crosses between McIntosh and Baldwin, Rhode Island Greening, and Delicious. With Baldwin as the pollen parent only two seedlings developed from 114 seeds; with Rhode Island Greening as the male parent, no seedlings grew; while with Delicious as a male parent 62 seedlings came from 94 seed. It is not surprising, therefore, that seed from orchards of the Pacific Northwest has proved satisfactory in which the varieties are predominately the one which have proved the best for seedling purposes in these tests. French crab seed has, however, been equal or superior to any domestic seed so far as growth of seedlings is concerned.

Domestic myrobalan plum seed has given good germination regardless of source. Peach seed of Carolina naturals has germinated better than seed from some California canning peaches, and has produced more vigorous seedlings. Seed from certain commercial pear varieties such as Bartlett, Beurre d'anjou, Garber, Kieffer, Sudduth, and Winter Nellis, has germinated well.

[To Be Continued]

**Suit for Mississippi Flood Damage**—Warriner Nurseries, Inc., New Orleans, brought suit against the Orleans Levee Board Friday for \$1,092,451.51 in damages from the cutting of the Caernarvon Levee in 1927.

The suit alleges that the Levee Board guaranteed property owners in full against damages suffered from the cutting of the levee, and says that the Warriner Nurseries were unable to make satisfactory settlement out of court.

**Oranges Fruiting in South Carolina**—H. H. Jacobs, Andrews, S. C., manager of C. F. & H. Nursery, has fruited Owari-Satsuma oranges in Williamsburg County and hopes to produce stock for commercial purposes.

## PEACH TREES

The Finest Block of Top Notch Trees in America

Extremely Attractive Prices will be made on orders for Car Load Lots.

**200,000 Trees**

Embracing all the leading varieties

**You Want 'Em—We Have 'Em**

WRITE US

**Bountiful Ridge Nurseries**

**Princess Anne, Md.**

Member of American Association of Nurserymen

## COMING EVENTS

Kentucky Nurserymen's Association will hold its annual meeting at LaFayette Hotel, Lexington, Ky., Jan. 31 at 10 a. m.

Missouri Nurserymen's Association will meet Jan. 30-31, at Hotel President, Kansas City, Mo., for election of officers and a business session.

Date for the 22nd annual convention of the Ohio Nurserymen's Association has been changed to Feb. 7-8 at the Deshler-Wallick Hotel, Columbus.

Annual meetings of the Eastern Nurserymen's Association and the Pennsylvania and New Jersey Associations will be held next month, probably at Stacy-Trent Hotel, Trenton, N. J.

**Nursery Gift Lights Broadway**—A 35-foot spruce, the gift of Miss Evelyn W. Smith, Amawalk, N. Y., Nurseries, bearing 4,000 colored lights on Christmas illuminated Broadway at Times Square in New York City.

**New Jersey Nursery Expands**—The Plainfield, N. J., Nurseries Company has purchased a tract of thirty-five acres of land at King's street and Martine avenue and work has started on developing the property. The ground will be used for magnolias, blue spruces, evergreens.

**Parasite for Borer**—Battalions of tiny wasps, the *Trichogramma minutum*—so small that twenty could stand on the head of a common pin without crowding each other—are being mobilized in Illinois to fight the Oriental fruit moth and the European cornborer. Dr. Stephen A. Forbes, chief of the Illinois natural history survey, Urbana, believes that the wasp will do its best work against the European corn-borer.

**Fig Planting in Louisiana**—Final preparations for an orchard planting campaign during January and February were completed at a well-attended meeting last month in the community building in Dixie Gardens, Shreveport, La. The 600 Celeste fig cuttings planted in Nursery formation last February by the local manager of the A. C. Steere Company, working in cooperation with the home owners, yielded 421 well rooted trees which were transplanted last month to the individually owned plots.

**St. Petersburg Nurserymen Active**—At a recent meeting of the Pinellas Nurserymen and Flower Growers Club at the home of Mrs. R. C. Wedding, St. Petersburg, Fla., definite action was taken to form a school of instruction to teach summer caretakers of tourists estates the proper care and culture of plants.

George W. Peterkin, former park superintendent, addressed the meeting in behalf of the coming county fair at Largo, in fitting the St. Petersburg Nurserymen to make an exhibit at the fair. It was voted that each Nursery should place one truck load of ornamental Nursery stock on exhibit.

Winfried Rolker

The last member of the seed house of August Rolker & Sons, Winfried Rolker, died Jan. 5 at his home in Brooklyn, aged 83. Years ago he was a regular attendant at conventions of the American Association of Nurserymen.

# Real Kick In a Somewhat Listless Industry

No Longer Does the Nurseryman Watch the World Go By—If Sauer Kraut Could Do It Why Not Trees, Shrubs and Fruits?—The Answer Clearly Stated

## THE GREAT STUMBLING BLOCK TOWARD UNIVERSAL PLANTING

By T. A. Torgeson, Estevan, Saskatchewan, Canada, Before Northern Retail Nurserymen's Association

### Program of Northern Retail Nurserymen's Convention

Annual convention of the Northern Retail Nurserymen's Association was held Jan. 8-10 at the Nicollett Hotel, Minneapolis, Minn. Following is the program:

#### January 8

11:00 A. M. Meeting of Executive Committee.

1:15 P. M. Roll Call. Reading of Minutes of Last Meeting.

1:30 President's Address, D. M. Mitchell.

1:45 Report of Executive Committee, John Nordine.

2:00 Report of Committee on Simplified Variety List, John K. Andrews; discussion, Robert C. Wedge.

3:00 "Some Phases of Nursery Inspection Work," J. D. Winter.

3:30 "Seed Selection, Origin and Types," B. J. Loss; discussion, J. V. Bailey.

4:15 Film: "Gater Hide Mulch Paper," E. A. Clare.

#### January 9

1:15 P. M. Committee Reports.

1:30 "Prices and Profits," E. C. Hilborn; discussion, L. J. Wesley.

2:30 "Nurserymen's Hobbies," E. M. Sherman.

3:30 "Cooperation of Retail and Whole-

sale Nurserymen in Distribution," W. G. McKay; discussion, Paul Eddy.

#### January 10

9:30 A. M. Committee Meeting.

1:15 P. M. Report of Committee on New Fruits and Ornamentals, John Nordine.

1:45 "Merchandising or Order Taking," H. G. Loftus; discussion, M. C. Hepler.

2:45 "Service for the Billion Dollar Market," T. Torgeson.

3:45 "Has the Nursery Business Kept Pace with Other Industries?," M. R. Cashman.

4:45 Reports of Committees. Unfinished Business.

6:30 Banquet. Election of Officers.

D. M. Mitchell, Owatonna, Minn., is president; W. G. McKay, Madison, Wis., vice-president; C. H. Andrews, Faribault, Minn., secy-treas.

Executive Committee—John Nordine, Lake City, Minn., chairman; E. M. Sherman, Charles City, Ia., 2 years; John Hawkins, Minneapolis, Minn., 1 year; C. A. Chinberg, Hankinson, N. D., 3 years; D. M. Mitchell and C. H. Andrews, ex-officio.

Honorary Member, E. A. Smith, Lake City, Minn.



T. A. TORGESON, Estevan, Saskatchewan  
President Prairie Nurseries Limited

### Address By T. A. Torgeson, Prairie Nurseries Limited

THE Nurseryman has finally joined the procession of those making a systematic, nation-wide, advertising appeal. We have "watched the rest of the world go by" without having the tempo of our peaceful ways quickened by this mad, rushing age. We have seen the florists unite to "Say It With Flowers" and add millions to their coffers. The Sunkist Orange and the Hawaiian Pineapple have become a part of the menu of the continent through concerted advertising. The face brick industry, the tile manufacturers, the paint manufacturers and other industries have enjoyed the golden blessings of cooperative effort in winning the interest of the public in their products. It was when the lowly Sauer Kraut marched out into the glare of national publicity and won the hearts—or, should I say stomachs—and the shekels of the public, that our leaders girded on their armor to strike for the Nurseryman's share of the Consumer's dollar. If Sauer Kraut could do it, why not trees and shrubs and fruits? Answer, a million dollar publicity campaign for a prospective Billion Dollar Market.

Under the leadership of the American Association of Nurserymen, our industry has taken a giant's step forward. Chairman Hilborn and the members of the Market Development Committee have put a real kick into what seemed to be a somewhat listless industry. But cooperation in financing advertising alone will not assure the Billion Dollar Market. There must be cooperation in effective Service. From the viewpoint of service, there is a wide difference between Pineapples, Oranges and Sauerkraut and Trees and Shrubs. The tree requires expert advice in its selection, arrangement, planting, pruning, etc. It requires more than publicity and an expectant palate to win and hold a Billion Dollar Market in Nursery Stock. Above everything it requires more executives who are determined to master modern service methods and who will make certain that their salesmen are actually Service Men.

A working knowledge of Horticulture and Landscape Gardening is essential in giving full service. Nursery executives are equipped to provide the necessary horticultural information but some fail in that they do not take the time to devise effective means of passing this information on to their representatives. Landscape Gardening as a part of Nursery service is a recent development. It will take much time, thought and effort on the part of the Nurseries to make this generally available. The Landscape Gardening Departments established by a number of Nurseries rarely meet the needs of the general public as their objective is special service on large orders at additional cost. If we train all of our salesmen so that they can apply the fundamentals of Landscape Gardening and Horticulture to every order, no matter how small it may be, our industry will have a good chance to secure the Billion Dollar Market.

Nature has been on the side of the Nurseryman in implanting in man and woman and child a love of trees and flowers. But the great stumbling-block toward more universal planting has been the lack of confidence of the average householder in his ability as a horticulturist. Give him sound information and he will respond readily to the urge to plant something. The Educational Division of the A. A. N. has prepared or is preparing a number of booklets, speeches, bulletins and advertisements that will greatly help in disseminating such information. But this is not sufficient. The planting problems of the vast majority of the home-builders must be met by the "men on the firing line"—the field salesmen. Our first step toward securing and holding the enlarged market discovered by our publicity campaign must be to make certain that our men are competent to serve.

To clear the ground for action we must attempt to visualize the marvelous changes

### Quarantine 37 Reprint

U. S. Dept. Agriculture makes this announcement:

The practical exhaustion of the last revised edition of quarantine 37—that of March 17, 1927, effective April 1, 1927—makes necessary a reprint. In this reprint the single amendment which has been promulgated since the issuance of the last edition is incorporated. This amendment, promulgated July 24, 1928, modifies the fruit-stocks item under regulation 3 by providing for the exclusion, after June 30, 1930, of stocks of apple, pear, quince, and Mazzard cherry, and modifies the seed item by prohibiting the further entry of mango seeds.

The act making appropriations for the Department of Agriculture for the fiscal year ending June 30, 1929, and for other purposes, approved May 16, 1928, provides that hereafter the functions of the Federal Horticultural Board shall devolve upon and be exercised by the Plant Quarantine and Control Administration. The designation "Federal Horticultural Board" has therefore been changed throughout to "Plant Quarantine and Control Administration."

It will be noted that this edition therefore does not involve any change in the regulations of the revision of March 17, 1927, or of the amendment of July 24, 1928, and therefore, as to subject matter, is substantially a reprint rather than a revised edition.

C. L. MARLATT, Chief,  
Plant Quarantine and Control Admin.

### For Southern Nurseries

Plants Already Acclimated. Says  
Founder of Knoxville, Tenn.,  
Garden Club

"I'm for these Tennessee Nurserymen," said Mrs. John Scruggs Brown, founder of the Knoxville Garden club, and the only woman attending the opening session of their convention this morning.

"It is foolish for women to send to northern Nurseries for their plants, as many of them do, and then have to wait several years for the plants to become accustomed to the climate and soil when they can get them right here already acclimated."



## Service by Salesmen an Essential Feature

Says President Torgeson of Prominently Successful Canadian Nursery—How One Concern Met Sharp Competition Through Schools for Salesmen

(Continued from Page 30)

that have taken place in recent years. If we find that, in this day of the automobile and aeroplane, we are still in the ox team days of the Nursery Industry, we will be impelled to work out new methods to catch up with the procession. A study of other industries may be of value. We will be impressed with the persistent efforts that are made by the most successful companies in other lines to train their representatives to render adequate service to the public. Sales Schools have become a necessary institution in "Big Business." There is a call, as never before, for trained service men. If we would take a lesson from the leaders in other industries we must orientate ourselves to the changed sales world. An examination of the equipment of our representatives to serve may convince us of the need for direct personal training.

One Nursery with which I am familiar has made a serious attempt to cope with the situation. As its experiences are so apropos I trust you will overlook the time devoted to one illustration. Just as interesting results could probably be provided by other Nurseries that have conducted Sales Schools. During the past fifteen years the Nursery to which I refer has held annual courses of instruction for its salesmen. As the government distributes millions of cuttings and seedlings throughout its territory and since it also must compete with several low priced mail order Nurseries, as well as the usual direct sales Nurseries, this concern early decided it must give superior service as well as good quality stock in order to survive. This conclusion seems warranted in view of the fact that three-fourths of the Nurseries that had commenced in the same territory had gone out of existence. This company has built up a profitable business. The management are convinced that 40% of the business which this company transacted last year, was the result of the thorough training that has been given its representatives in Horticulture and Landscape Gardening.

As over \$30,000 has been spent on Service Schools by this company their conclusions must be of value. It was found that the usual Sales Convention was a loss of time. The enthusiasm generated by the so-called inspirational speakers did not last until the salesmen got back into the field. Listening to speeches for several days was just an easy, delightful get-together meeting that helped no one. So the policy was changed. All lecturers had to be experienced in Nursery work, Landscape Gardening or Nursery business methods. No speaker was permitted to orate. As the school lasts only two weeks every hour is precious. The speakers must confine themselves to facts and principles and must make certain, through reviews, that the salesmen have written the gist of these in their notebooks. A man does not so readily forget what he writes down. A considerable part of the course is devoted to the preparation, by the salesmen, of landscape plans. The sessions last from 9:00 A. M. to 11:00 P. M. with intermissions for meals and for physical exercise. No salesman looks upon the School as an outing but as the hardest part of the year's work. Yet, the men are glad to come every year and to pay a part of the expenses. The course of instruction includes such subjects as Varieties of Trees, Fruits and Shrubs, Propagation of Nursery Stock, Policies of Company, Model Farmstead Plans, Landscape Gardening, The Orchard, Care of Growing Nursery Stock, Etc., Etc.

To supplement this annual course, the salesmen have access to the circulating library maintained by the company. They are expected to study texts on Landscape Gardening and Horticulture as well as on Salesmanship. Hilborn's little booklet on Landscape Gardening is one of the favorites. Almost all of the salesmen have carried on a Correspondence Course in Landscape Gardening under Prof. C. E. Cary. This brief outline of the work of one school may be of help to you who contemplate the establishment of a Service School.

To impress upon the salesman that service must be an essential feature of his work, we embody in his contract a clause designating a certain percentage commission for service and a certain percentage for sales. As far as possible, we have each salesman cover the same territory year after year. Calling upon the same householders annually tends to force even the unprogressive representative to prepare himself to give better service. The follow-up service idea is of such vital importance in the Nursery industry that I maintain permanent business cannot be built up without it.

Roger W. Babson, the noted statistician, in his informative article in the January 5th issue of Collier's warns the business world that better service must be given during 1929 than ever before. The following appears in his interesting message: "Once when that great economist Jesus of Nazareth addressed the business men of Jerusalem, he chose for his text these words: 'Give good measure, pressed down and running over'. It seems to me, a statistician, that this would be an ideal subject to be discussed this month of January, 1929, by every business organization in the United States and Canada. If we give good measure in 1929, it should be a good year—yes, an emphatically good year."

Fellow Nurserymen, the Billion Dollar Market for the Nursery Industry of North America is not a visionary's dream. It is a possibility—yes, a probability. It is a certainty, if the Nursery industry as a whole is determined to "give good measure, pressed down and running over"—in Service.

**Westminster Nursery Extensions**—Westminster, Md., Nursery equipment is being enlarged by addition of two greenhouses, 80 x 25 ft. and construction of boiler rooms and potting sheds. Cold frame glass to the amount of 600 feet has been added and another farm has been purchased.

**Senator Smith's Portrait**—The portrait of Senator E. D. Smith, well-known Nurseryman and fruit grower, Winona, Ont., Canada, which was published on page 18 of the Jan. 1 American Nurseryman in connection with account of the celebration of his 75th birthday, was used through the courtesy of the Grimsby, Ont., Independent.



C. H. ANDREWS, Fairbault, Minn.  
Secy. Northern Retail Nurserymen's Ass'n

### Rich In Historical Interest

WITH the purchase of 330 acres of Westchester County land comprising two farms in the town of Yorktown, N. Y., near Peekskill, by Miss Evelyn W. Smith, president of the Amawalk Nursery, Amawalk, N. Y., Miss Smith becomes the owner of the largest single parcel of land used for business purposes in the county, the tract being probably richer in historical interest than any other one property in the county.

The newly acquired tract, which abuts upon the northern and western boundaries of the Nursery, increases Miss Smith's holdings to 1,068 acres, all of which is under intensive cultivation.

For more than a hundred years, says the New York Sun, the Lee family has held possession of the farms, but for the last twelve years the land has not been farmed. One of the parcels was owned by the Van Cortlandts on a direct grant from the King of England. Of special historical interest is a large Colonial house on the property, built in 1714.

Hallocks Mills, Revolutionary War industrial center, is included in the Amawalk property, and the old town is in process of restoration by Miss Smith. Here grain was ground into flour for Washington's troops; here also cannon balls were cast, bullets were run and cannon were repaired for the Continental army. An old barn on the hill just above the millrace has been restored as a replica of Hunt's Tavern, famous coach house.

The original mill dam of stone has been kept in partial repair by a descendant of Richard Hallock and is soon to be supplemented by the erection on the original site of a mill of the same period which has been removed from a location near Yorktown Heights to replace the lost original. It is Miss Smith's ambition to have not only one of the most unique businesses in the world, but also to create a center of rich historical traditions.

Another historical spot is the farmhouse, known as the post House, and still in good repair, which was the headquarters of Gen. Rochambeau when he encamped around Hallocks Mills with four regiments of French infantry and one artillery regiment from September 24 to October 27, 1782.

# AMERICAN NURSERYMAN

American Nursery Trade Bulletin



CHIEF EXPONENT OF THE  
AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

Published Semi-Monthly by  
AMERICAN FRUITS PUBLISHING CO., INC.  
80 State Street, Lockport, N. Y.

RALPH T. OLCOTT, Pres. and Treas.  
Phones:—Main 5728. Glenwood 790  
Chief International Publication of the Kind

## SUBSCRIPTION RATES

One Year, in advance	-	-	\$2.50
To Foreign Countries and Canada	-	-	3.00
Single Copies	-	-	.30

ADVERTISING RATE, Per Inch - \$2.50  
Advertisements should reach this office by the 8th and 25th of the month previous to the date of publication.  
If proof of advertisement is desired, time should be allowed for round trip transmission.

ROCHESTER, N. Y., JANUARY 15, 1929

## FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammeled lines.

"The dean of Nursery Trade Journalists."—John Watson.

## IMPORTANCE OF THE TRADE PRESS

In a recent address to men connected with the press, President Coolidge said:

"Whatever has to do with the collection and transmission of information to the public is of the highest importance. It is gratifying to know that this great service to America is in the hands of men of ability and patriotism.

"There is a universal desire to serve the public in this capacity, not only interestingly, but candidly and helpfully. The fundamental institutions of our government scarcely ever fail to receive cordial support. The moral standards of society are strengthened and the intellectual vigor of the nation is increased and quickened by your constant efforts.

"The press is also an important factor in the commercial and industrial development of our country. It carries an amount of scientific information which stimulates both the production and consumption of all kinds of commodities.

"This service is always on the constructive side of affairs, encouraging men to think better, to do better and to live better. Reaching through it all, there is every assurance that today is better than yesterday, that tomorrow will be a better day than today and that faith is justified."

The "American Nurseryman" is highly indorsed individually and collectively by the American Association of Nurserymen and by more than a score of district and state trade associations in the United States and Canada.

## The Mirror of the Trade

### Chief Difference Between Domestic and Foreign Stocks Is In Variability—Great Range in American Conditions—Too Little Attention To Grading and Handling—Quality Demanded

#### SLOW STARTING LINING OUT STOCK MAY MEAN SERIOUS LOSS

By H. B. Tukey, New York State Agl. Expt. Station, Geneva, N. Y., Before N. Y. State Nurserymen's Association

THIS past season at the station fruit and rose stocks were grown that were secured from every important seedling producing section in America and Europe, comprising 104 different lots. Furthermore, a visit was made to the principal American seedling centers during the fall of the year just before the stock was dug. The records are available for any who cares to inquire into any particular locality or any particular concern, but it is obviously unfair to private business enterprises to make any public statements, and so none will be made.

In general, however, the imported stocks were uniformly superior to those of domestic production. On the other hand, there were domestic seedlings from certain classes of stock which were thoroughly satisfactory and which give a very encouraging view to the final solution of the domestic seedling supply.

The chief difference between domestic and European stocks is in variability, and for the reason that American stocks are being grown under a score of different climatic and soil conditions, such as Connecticut, Pennsylvania, Kansas, Colorado, California, Oregon and Washington, the result is just as many different types of growth as localities in which they are grown. In Europe the best sections have been determined through experience and are relatively similar, if not adjacent, as in France, Holland, and Germany. The differences in stocks observed this past season indicate that certain sections are better adapted to one type of stock than another, and that some other sections would be better out of the seedling game entirely. A Mahaleb from certain parts of Colorado is quite different from a Mahaleb from certain parts of California.

The matter of variability in domestic

stocks extends further to grading and handling. The loose grading by American seedling growers is in marked contrast to the close grading of European stock. As for handling, American seedling growers have not entirely sensed the importance of stock of high vitality where that stock is being used for propagation purposes. Fruit or shade trees for sale to retailers are better for careful handling, but are not seriously handicapped by slow starting in spring; whereas slow starting lining-out stock may mean a serious financial loss to the Nurseryman. In this respect European stocks were generally superior, starting off earlier in the spring than many lots of domestic stocks. Some lots of domestic started three weeks later than others, and one came only 10 per cent.

As for branch-roots, although New York State Nurserymen have been criticized for stating that straight-root seedlings do not suit their needs so well as branch roots, the season's experiences bear out the contention. Branch roots, transplanted roots, and carefully handled roots have made the best record. It is not too much to say that seedlings of the desired kind can be grown in this country, but that the emphasis needs now to be placed upon maturity, handling, and grading—in short, towards refinement in seedling production.

It is no kindness to tell producers of domestic stocks that they are producing good stock when they are not. A fair criticism of the domestic industry as a whole is too little attention to grading and handling. To the writer it appears that a satisfactory domestic supply of stocks is assured, but that American growers must pay strict attention to methods of improving the quality of their product.

H. B. TUKEY

## Fruit Tree Stocks For the South Investigated

By Dr. McClintock of Experiment Station With Encouragement of Tennessee Nurserymen—Test Apple Seed Plantings to Follow

Editor American Nurseryman:

We had an interesting meeting at Knoxville. I think the men thought it was the best session that they had had in a long time. Heretofore the Nurserymen's meeting has been coincident with the Horticultural Society's meeting and discussing business before our customers had the effect of stifling freedom of expression. The most interesting talk on the program probably was made by Mrs. E. Y. Chapin, President of the Tenn. Federation of Garden Clubs. She is well posted and an attractive and interesting speaker and stated what the garden clubs expected of the Nurserymen; in turn the Nurserymen were frank in reply, so that altogether I think it was a worthwhile debate.

We sent Dr. J. A. McClintock of the Tennessee Experiment Station, to Washington to attend the hearing before the Federal Horticultural Board on the subject of the quarantine against the shipment of peach trees from Georgia and Alabama. With the encouragement and approval of the Tennessee Nurserymen, Dr. McClintock's office

at the Experiment Station, is making some promising investigations in the subject of fruit tree stocks for the South. It is their intention to make some plantings of apple seed in different parts of the state to determine the possibility of growing good apple seedlings in some of the alluvial river bottoms to be found in different parts of the South. Dr. McClintock is aided in his work by H. L. Fackler who was assistant entomologist for several years and in working over the state has become familiar with the Nurserymen's problems and works wholeheartedly to obtain a solution of these problems for the Nurserymen in Tennessee.

E. B. DRAKE NURSERIES

E. B. Drake, President

Winchester, Tenn.

Jan. 7, 1929

C. H. Andrews, Faribault, is president; M. R. Cashman, Owatonna, vice-president; W. T. Cowperthwaite, St. Paul, secretary of the Minnesota Nurserymen's Association.



# Campaign Is On==First Guns Fired==We're Off!

Nation-Wide Advertising February 1st—Aids For Individual Hook-Up Advertising in the Subscribers' Hands—Monthly Advertising Bulletin

## DETAILS OF THE ACTUAL OPERATION OF THE CAMPAIGN

Formal Announcement of Plans Made at New York Convention By Director C. E. Cary

**D**ETAILS of the actual operation of the Nurserymen's National Publicity Campaign, on the eve of the Spring Initiative, were announced to the trade on January 10 by Director C. E. Cary of the Educational Division, Campaign Headquarters, Davenport, Ia., at the convention of the New York State Nurserymen's Association in Rochester. The meeting was largely attended and great interest in the plans as outlined for the first season's activities was manifested.

"Through the trade papers," said Prof. Cary, "you have learned the details of the subscribing of the quota for the four years' campaign which is fostered by the American Association of Nurserymen, yet is for the benefit of the entire industry. It is of interest to note, as an indication of the wide range of participation in this great undertaking, that a large percentage of the subscribers to the fund are not members of the A. A. N. You may be sure that, in all that has been done and is to be done, the interests of all in the Nursery Industry are being well fostered. Whatever has been written into the contracts has been for the good of every Nurseryman in the country."

### Nation-Wide Advertising Starts February 1

Prof. Cary exhibited a chart which aided his exposition of the business-like formation for the development of the Campaign. As has been stated, the advertising that will begin to appear in magazines of national circulation February 1 will be hooked up with local advertising that Nurserymen can do with the aid of Campaign Headquarters in supplying advertisement mats and suggestions. The nationwide advertising matter will offer to readers booklets, to be obtained free, from the National Home Planting Bureau telling how to improve front and rear yards of home properties—booklets edited by Keeper E. H. Wilson, of Arnold Arboretum. The replies to this offer will serve to check the value of the advertising mediums to be used at first and guide future action in the selection of mediums. Since other forms of national publicity—the radio and the garden departments of general publications, booklets, etc.—are to be employed, requests for free booklets will enable the Campaign management to distinguish results of the various mediums.

### Great Interest Expected in Prize Garden Contests

"We owe the home-owners of the country a debt," said Prof. Cary, "by reason of their long patronage of the Nurseries of the country. Therefore a generous amount of the Campaign fund has been set aside for supplying these free booklets showing not only how to make the home grounds more enjoyable for the occupants but also to enhance the value of the property materially, should there eventually be a desire to sell it. Among the features of the Campaign there are to be yard and garden contests for prizes. Some of these prizes will be offered by Nurserymen; others by newspapers. Booklets outlining methods of conducting such contests will be supplied; also posters and application blanks for the many who will desire to enroll as contestants. Out of the Campaign fund amounts have been apportioned also for some of the prizes. Winners of prizes in local communities will be eligible to contest in state affairs of the kind; these, in turn, for sectional, and again for national prize contests. In this way the trials will show which are the best planted home grounds in America—a great stimulus for emulation and far-reaching in extent. Among those who will judge the results and award the prize will be such well-known experts as A. D. Taylor, Mrs. King, Harlan P. Kelsey, L. H. Bailey and E. H. Wilson. Wide publicity of this Campaign feature will result from distribution of clip sheets to 2000 newspapers and to subscribers who will wish to take therefrom portions for use in their hook-up of individual advertising.

### Monthly Advertising Bulletin and Other Aids

"On the 15th of this month," continued Director Cary, "subscribers to the Campaign fund will receive spring-back binders in which may be preserved for constant reference, lying on the desks of the subscribers, the copies of the monthly Advertising Bulletin in which will be shown the advertisements appearing in the Nation-Wide Campaign; advertising cuts, reprints and other forms of publicity material. In this Bulletin I will have a department in which to show how to use the material and in which research problems may be handled. Every subscriber will also receive a copy of the National Nursery Survey. I hope that subscribers to the

Continued on Page 34

### MICHIGAN ASSOCIATION OF NURSERYMEN

C. A. Krill, Kalamazoo, Secretary

Seventh annual meeting of the Michigan Association of Nurserymen will be held at Hotel Statler, Detroit, Feb. 20-21.

Program Committee: R. W. Essig, Detroit, chairman, R. Coryell, Birmingham, A. Aldrich, Farmington.

February 20—2 P. M.

President's Address, B. J. Manahan.

"The National Advertising Campaign," C. E. Cary, Educational Director American Association of Nurserymen.

"Landscape Architecture at University of Michigan," Professor Whitmore, University of Michigan.

Banquet at 7:00 P. M.

February 21—10 A. M.

"Landscape Architecture at Michigan State College," Professor C. P. Halligan, Michigan State College.

"Perennials and Rock Garden Plants," J. J. Gruellemans, Wayside Gardens, Mentor, Ohio.

"Propagation and Other Phases in the Modern Nursery," Professor Alex Laurie, Charge of Floriculture, Michigan State College.

February 21—2 P. M.

Business Meeting for Members of the Association.

"Michigan Inspection Service," Professor E. C. Mandenberg, Director of Nursery Inspection, Michigan Department of Agriculture.

"Development of Landscape Architecture on the Michigan Farms," O. T. Gregg, Specialist in Landscape Architecture, Michigan State College.

Market Development Suggestion—Hillmeyer Nurseries, Lexington, Ky., awarded an evergreen as prize in each class in a contest for best decorated living Christmas trees; the Civic League offered a \$5 prize as second award. An unusual feature was the fact that 26 of those registered have entered the "twin tree" class. The contest was divided into four classes, the first for trees under five feet, the second for trees over that height, the third for twin trees and the fourth for the best entry from an organization.

### OKLAHOMA NURSERYMEN'S ASSOCIATION

W. E. Rey, Oklahoma City, Secy.

Oklahoma Nurserymen's Association will meet at the Huckins Hotel, Oklahoma City, Jan. 18. Following is the program:

Call To Order, President J. T. Foote.

Invocation, Rev. E. C. Mobley.

Welcome, President E. S. Overholser, C. of C.

Response, T. A. Milstead, Shawnee.

Report of Secretary, W. E. Rey, Okla. City.

"Landscape Gardening," Prof. D. V. Shuhart.

Election of Officers.

"Presentation of Wild Flowers," E. R. Steadman.

"Does Landscaping Sell Homes," N. D. Woods.

"Overproduction of Evergreens in Five Years?" Leo Conard, Stigler.

"What Is the Matter With Business?" T. A. Milstead.

"Ornamentals," C. E. Garce, Noble.

"Arbor Day," H. A. Hatashita, Ponca City.

"What To Do When the Sun Shines," Jim Parker, Tecumseh.

"Observations of an Amateur Nut Grower," A. G. Hirschi, Okla. City.

# Let's Make It Unanimous==A United Industry!

**Pride of Accomplishment To Follow Confidence In the Undertaking—Surely Complete Moral Support Is Due the Earnest Leaders**

**AN \$800,000 FUND DESIRABLE—MAY REACH A MILLION**

"Let's make it unanimous!"

As soon as news got around that the national campaign's annual minimum quota had been passed, messages began pouring into the campaign headquarters from all over United States suggesting that solicitors keep at work until every Nurseryman in the industry unites behind the nation-wide undertaking.

"Let's make it a unanimous proposition," everybody suggested. Officials of the American Association of Nurserymen agree. Every Nurseryman should have his chance to share in profits the campaign will bring. The more Nurserymen behind the campaign, the more the industry will prosper.

So the solicitors are continuing their work this month making an effort to see every Nurseryman who has not already been visited. With the minimum passed, the national advertising committee is aiming toward a goal of \$800,000 for four years.

E. G. Naeckel, the campaign manager, pleased by the record-breaking solicitation accomplished through the enthusiastic support of Nurserymen everywhere the past 13 weeks, says the further solicitation should go quickly.

"The industry, driving forward with an energy surpassing expectations toward the business goal it has set before it in competition with other industries, proposes now to do its utmost to build for future business. The industry is now calling upon every Nurseryman and every allied concern which has not yet done its part in this movement to do it, fully, now."

The new goal of the campaign, \$800,000, will provide \$200,000 to be invested for the industry each year of the four-year campaign, it is pointed out. After a proportionate share has been put into national advertising, there will be left plenty to be invested in tie-up materials for the direct use of subscribing Nurserymen.

"After carefully studying the situation,

leading Nurserymen have concluded that an \$800,000 fund can be well used," Mr. Naeckel said. "That is the goal we are shooting at. In the interest of the industry, as it faces the keen competition which it meets from other industries these days, that is what we need.

"The program of magazine advertising, as we have outlined it, will, I believe, give us sufficient coverage in national media. But more money is needed to fit Nurserymen locally to go out aggressively and, in the face of opposition from every source, build new business.

"Let no Nurseryman shirk his part. Now is the time for action. Let's get that \$800,000 fund. Let us, as an industry, build as we have never built before."

**Pointer for Nurserymen**—The apple variety situation in New Jersey was discussed by Prof. A. J. Farley at the annual meeting of the New Jersey Horticultural Association last month. The importance of the variety question is realized by every up-to-date fruit grower, and Prof. Farley's talks on this subject have been features of each annual meeting for some years. Some varieties which are still being grown in considerable numbers in the State, such as Williams, Duchess and Red Astrachan, are in diminished demand, and should not be planted further in commercial orchards. The Wealthy is sometimes considered in the same class, but Prof. Farley was of the opinion that better Wealthys should be grown rather than a variety better than Wealthy. The McIntosh, which has been so successful in parts of New York and New England, was recommended only for sections where favorable conditions prevail, since this variety in some parts of the State tends to color poorly and drop easily. Stayman is the leading variety at the present time.

**Licenses Before Inspection**—Inspection of Nursery stock started this month in Stanislaus County, Cal., with the beginning of the planting season. Clarence Pearl, county horticulture inspector, stated that Nurserymen will be required to secure licenses from the State Department of Agriculture, Division of Nurseries, before inspection of Nursery stock can be made.

## Hundreds of Thousands in Moral Support

Continued from Page 33

fund will use this binder for filing all this matter, keeping it prominently displayed on the desk as a reminder for practical use of the material. Among other things to be supplied are a booklet, How To Plant the Home Grounds, to produce pride and pleasure therein, signs for use at fairs on exhibits, signs for trucks—some to be furnished at cost, others free—bulletins for your employees to show them how to tie up with the movement, such bulletins to be available free in any quantity.

"There will also be a Speakers Bulletin which will recommend Campaign speakers for different sections. So far as is practicable I will be on this list. We have already arranged for radio talks, garden club features, etc. The Campaign organization cannot go into the matter of varieties; its work must be with fundamentals, to excite interest upon which Nurserymen can capitalize through individual advertising as to their varieties, etc. There has been a mistaken notion that I am employed by the L. W. Ramsey Co. I am not. I am directly connected with the A. A. N. to see that the trade has every opportunity to profit as greatly as possible from the undertaking. While the fund of \$600,000 has been subscribed, hundreds of thousands of dollars more is being put into this movement in the way of moral support. It is believed the fund available will reach \$1,000,000. The Campaign is a big thing and must be financed in a Big Way."

### NEW YORK NURSERYMEN'S ASSOCIATION

C. J. Maloy, Rochester, N. Y., Secy.

**N**EARLY 150 attended the 16th annual convention of the New York Nurserymen's Association at Hotel Seneca, Rochester, N. Y., Jan. 9-10. The program (Jan. 1, p. 7) brought our practical suggestions and advice of great importance. President E. H. Bowden's address is on another page. The first formal address, that by Harold B. Tukey, N. Y. Expt. Sta., Geneva, described, with the aid of lantern slides "Some Lessons Learned from N. Y. State Nursery Investigations," afforded food for thought. Dr. Thomas J. Headlee, New Jersey State entomologist, who was to have discussed problems in quarantine control, could not be present. The addresses by Director C. E. Cary, A. A. N. Educational Bureau, Davenport, Ia., outlining operating plans under the Nurserymen's National Publicity Campaign, and by Prof. J. P. Porter, Cornell University, Ithaca, N. Y., suggesting methods for selling home yard improvement material, were especially interesting and profitable.

In his address on "The Ifs in Agency Selling," President Robert L. Simons, of the Stone-Field Corporation, Chicago, Ill., discussed inquiries, follow-up and salesmen, the initials of which words form the "Ifs". His talk had to do with methods of getting inquiries, plans for converting these inquiries into active salesmen through follow-up, and stunts in the actual handling of salesmen. He had no theories to expound, he said, but what I would say would be based on information he had obtained from 20 years of selling direct to the consumer, through salesmen, both in his own business and while he was employed by mail order houses and advertising agencies.

Among those present from out of the state were: Ralph Lake and Harley Deems, Shenandoah, Ia., Nurseries; E. S. Welch, Mt. Arbor Nurseries, Shenandoah, Ia.; Robert C. Chase, Chase Nursery Co., Chase, Ala.; Clarence Siebenthaler, Dayton, O.; John Watson, E. D. Smith & Sons, Winona, Ont., Canada; W.S. and James Ilgenfritz, Monroe, Mich., and representatives of Cole Nursery Co., Painesville, O.; Greening Nursery Co., Monroe, Mich.; Conard & Pyle Co., West Grove, Pa.; C. E. Wilson & Co., Manchester, Conn.

Exhibits were made by the Genesee Press, Rochester, N. Y., catalogues; Charles Irwin, Rochester, N. Y., supplies.

Officers were elected as follows: President, L. C. Brown, Rochester; Vice-Presidents: P. V. Fortmiller, Newark; R. T. Brown, Queens; William Maloney, Danville; J. T. Clark, Schoharie; D. B. Belden, Fredonia. Secy.-Treas., C. J. Maloy, Rochester.

Teas Nursery Co., Houston, Tex., has been incorporated, \$200,000, by Edward, Paul and Fred Teas.



## Obituary

### JOHN H. DAYTON

John H. Dayton, life-long resident of Painesville, O., and one of the most prominent Nurserymen in the country, died Jan. 1, aged 72 years, after several months' illness.

Mr. Dayton started in the Nursery business in 1878 with the Storrs & Harrison Co., in 1890 becoming secretary of the company and manager of the sales department. He held this position until last June when poor health caused him to resign. Says the Painesville Telegraph:

"His winning personality and his broad smile won for him the friendship of thousands of Nurserymen all over America. After becoming secretary of the company and taking over the sales department, he traveled extensively. His counsel and advice were sought by all the members of the Storrs & Harrison company, and he was never too busy to assist a troubled employee."

Mr. Dayton for many years lived in the Nursery district near the offices of the Storrs & Harrison company.

He was a charter member of the Painesville Kiwanis club.

Much of the prestige of the Storrs & Harrison company among its compeers throughout the National Association may be accredited to Mr. Dayton's personality, keen perception and seldom erring "horse sense" so untiringly devoted to the building up and maintaining of Storrs & Harrison Co. sales. He was an outstanding figure at every national Nursery meeting and most of the state association meetings. He was a gifted after-dinner speaker and invariably occupied a prominent place on the convention programs.

He was president of the American Association of Nurserymen in 1912 and for years was a member of the executive committee of the national organization. Mr. Dayton is survived by his wife, Frances Wetzel Dayton, and two brothers, James, of Painesville, and Thad, of Willoughby, O.

#### David S. George

David S. George, Nurseryman, died at his home in East Penfield, N. Y., Dec. 31. He was born in Daws, Genesee County, N. Y., Feb. 2, 1861. After spending his boyhood days there, he moved with his parents to Varysburg, Wyoming County. After his marriage to Donna M. Jones, he went to Rochester, N. Y., where he was employed by the H. E. Hooker Co. for five years learning the Nursery business. Later he moved to East Penfield and worked for the late P. W. Butler.

About thirty-five years ago he bought the old Hooker greenhouses, moved them to East Penfield and with his brother, James I. George, formed a partnership which continued as the George Bros. Co. until Dec. 1, 1908 at which time he entered into business for himself. He continued this business actively until about eight years ago when he turned the growing end of the business over to his son and son-in-law, Harry B. George

and Walter W. Cooman who together with his wife, Mrs. Donna M. George, will carry on the same as before.

Mr. George was a charter member of the Penfield Advent Christian Church and treasurer of the Advent Christian Conference of New York State. He is survived by his wife, four daughters, a son, two brothers, James I. George, East Penfield, N. Y. and Harry K. E. George, Rochester, N. Y., and 14 grandchildren.



JOHN H. DAYTON

Courtesy of Painesville Telegraph

#### E. M. Whitford

Edward Maxson Whitford, born in Adams Center, N. Y., March 23, 1849, died in Farina, Ill., Dec. 14, 1928, at the home of his son, A. M. Whitford. He went to Farina in 1867, engaging in agricultural pursuits which he followed until failing health forced him to retire from active service. He was a pioneer in the strawberry business, shipping strawberries to the Chicago market in 1870. He developed a large commercial orchard and one of the few chestnut orchards of the middle West.

His first planting of chestnut trees was made in 1898; these were grafted Paragon trees bought from an eastern Nursery at \$1 each. Holes for planting were dynamited; it was thought water pockets resulted, for the trees died. Then he planted seedling American sweet chestnut trees which thrived and were top-worked to Paragon and Ridgely varieties and in later years other varieties were added by his sons. The success of this orchard has resulted in the planting in the vicinity of Farina of some 3000 chestnut trees.

The Whitford Nursery is conducted by A. M. Whitford and R. W. Whitford.

R. K. Ribsam Nurseries, Lawrence Township, Mercer County, N. J., have been incorporated by James E. Mitchell, Trenton, and others.

### GILBERT STOWE COLE

Gilbert Stowe Cole, eldest son of W. B. Cole, and vice-president of the Cole Nursery Company, died at his home on Johnny Cake Ridge in Painesville, O., Jan. 4 after an attack of pneumonia.



GILBERT COLE

Courtesy of Painesville Telegraph

Mr. Cole, widely known Nurseryman, and popular citizen of Lake County, was to have been installed as president of the Painesville Kiwanis Club at its meeting Jan. 3, but the ceremonies were postponed owing to his illness. He was born in Painesville March 8, 1895, graduated from Painesville Telegraph Culver Military academy in Culver, Ind., and continued his studies at Carnegie Institute of Technology, Pittsburgh, Pa., where he was a member of the Theta Xi Engineering Fraternity. In 1917 he married Ruth H. Ferguson, only daughter of Mr. and Mrs. C. A. Ferguson, of Pittsburgh. Mr. Cole was a member of the First Baptist church of Painesville, and prominent in many civic movements.

At the Cole Nursery, says the Painesville Telegraph, he was deemed indispensable in connection with all mechanical work. He had charge of designing and erecting the modern buildings at the Nursery, and invented and made much of the special equipment, including such things as a special power digger for cutting under trees up to six inches in diameter, a special tree digger and root pruner, and a special nozzle for irrigating. He also installed an irrigation system covering about eight acres.

He was also responsible for much of the other special equipment used at the plant, which has grown to be the second largest in Lake county and one of the leading Nursery industries in America.

Mr. Cole is survived by his wife, Ruth H. Cole, and four children: Clarence Ferguson, Helen Virginia, Gilbert Stowe, Jr., and William Barrett; by his father, William B. Cole; four brothers, William A., D. Barrett, and Victor A., all of Painesville, and Kenneth R., of Cleveland. His mother, Mary Stowe Cole, died Nov. 10, 1917.

A despatch from Pasadena, Cal., announces establishment of a county reforestation Nursery at Hennigers Flats, 3 1/2 miles above the Mt. Wilson tollhouse, by the Los Angeles County supervisors, at a cost of \$65,000. Hennigers Flats was planted with pine trees by the United States Forest Service more than twenty years ago. The reforestation Nursery will use 150 acres of the plateau and will propagate pine trees which will be transplanted to other sections.

The establishment of the Nursery is part of the county reforestation program for this year. A total of \$80,000 for reforestation in Los Angeles County has been appropriated. The Henniger Flats location is said to be ideal for Nursery purposes, the altitude being high enough to acclimate small trees for mountain growth.



# PEAT MOSS

## The Big Bale!

19-20 Bushels Granulated Peat Moss

ATKINS & DURBROW, Inc. Always Specify

20-A Burling Slip, New York, N. Y.



# THE MONROE NURSERY

ESTABLISHED 1847

## PEONIES

Red — White — Pink

Priced right for quantities.  
Also box lots in assorted colors.

### I. E. ILGENFRITZ' SONS CO.

Monroe, Michigan

Manufacturers of Ilgenfritz Planting Machines and Digging Plows

# Merchandising Compared With Order Taking

Why Is It That a Business With Seemingly Every Chance In the World Is Not Putting Over Additional Selling In a Big Way

## PUNGENT POINTERS PREPARATORY TO PUBLICITY PROFITS

By H. G. Loftus, Landscape Architect, Rose Hill Nursery, Minneapolis, Before Northern Retailers Association

**Y**OU should start merchandising when the first seed is planted. Determine where and how you are going to market the plant.

The difference between merchandising and mere order taking lies in the analysis of your business. If you are satisfied to have men go from house to house and merely ask for, out talk or enveigle orders, then merchandising holds no interest for you.

Merchandising is the most artistic of the various elements of your business and is becoming scientific in a high degree. It embraces in its scope not only price and quality, but design, style, color, preparation and service. Each of these attributes apply in a varying degree to your business.

Why is it that a business with seemingly every chance in the world is not putting over additional selling in a big way? The new motto of business is "Let the Seller Beware." This means that service has taken the place of high pressure salesmanship. Confidence begets business, satisfaction keeps it. It is the little extra difference in service that you give to the customer in the transaction that differentiates you from the garden variety or plain order taking Nurseryman. I believe that the customer crusade is lacking the passion to get something worthwhile to the public. A crusade must start with public interest, not private profit. True, there must be a profit on our good but that will follow. If we analyze the market further we find that behind any market are human beings, and that in any organization, behind the operation of production, behind all planning and control, we must look to human beings for functioning and direction.

The capacity of the consumer to purchase is the essential thing to consider in forecasting sales. A Nurseryman would be foolish to advertise and attempt to sell his stock to people who possessed neither cash nor credit with which to buy. The intelligent farmer who plants an orchard of apples, the production of which may reasonably be expected to prove in excess of his personal requirements, looks about him, satisfies himself that a market exists for the surplus fruit and that this market will absorb certain varieties of apples in definite quantities and learns what it will require of him in the way of packing, shipping and inspection. Do you attempt to give this service with your sale? If you do not here is an outlet for the customer crusade element in your business.

Business today is in a buying age—not a selling one. Buyers now know what they want and the seller must do business accordingly. Women study the garden magazines, and they keep in touch with the markets.

You do not sell merely fruit trees and shrubs. You sell what those trees will produce and what beautiful effects the blending of shrubs will produce.

### Markets

We hear that the Nursery business is not good, that retail markets are slipping. This is merely a combination of state of mind and abuses arising within the business. The

coal industry, next to agriculture, is undoubtedly the most decentralized of all our basic industries. Seventy of the largest mines produce only 10% of the bituminous coal. In consequence the industry is the shining example of logical results of free, high, wide and handsome competition. The survival of the fittest and the fattest, this also applies to the Nursery business where it is easy to get in and easier to get out if you do not watch your markets.

The coal industry is talking and starting "Adaptation to the market."

The United States and Canada will increase as national markets. National wealth will grow steadily and rapidly and it will continue to grow. Somebody will own the additional wealth. Somebody will buy additional goods. We will have more time to consume and pay more attention to what we consume.

People will buy aesthetic things, more mental broadening rather than physical possessions, and the physical possessions will all be purchased with more thought. Our entire market is becoming more sophisticated and more educated.

Women spend 80% of the income. Business must recognize her as a chief customer and I believe she spends 80% of the labor on the garden as well.

Only ignorance or deliberate evasion can prevent one from seeing the enormous selling opportunity the farm market presents. American agriculture today is a sixty million dollar business. It dwarfs every other industry. The farm market today offers untold opportunities for intelligent marketing. Agriculture, our basic industry, strong and solvent, is I believe, facing an era of unparalleled prosperity. Then add to that the city and small town market and you can see what a market the Nursery industry has.

Two men slightly intoxicated were arguing about who was the best shot, and they finally decided to go out and test their skill. The first one took deliberate aim and after holding it for some time, shot at a black bird in a tree and missed him. Then the other took the gun, but being rather unsteady on his feet was wavering around considerable when he fired. The black bird fell to the ground, whereupon his friend said, "You darn fool, no wonder you could hit him you aimed all over the lot." We, as Nurserymen, have a lot to aim at.

[To Be Continued]

**Michigan Apple Show**—The apple show was much better than any thus far given. Eastern visitors, of whom there were many, said it rivaled the Rochester, N. Y., apple show, considered the premier of the country. Many producers and educators, both native and out-State, participated in the discussions and business of the sessions. The apple growers realize their business is becoming more complicated each succeeding year. It seems to be the day of the big fellow.

Frederick W. Kelsey, F. W. Kelsey Nursery Co., 50 Church St., New York, sailed Jan. 10 on a two-months trip to Mediterranean points and Near East territory.

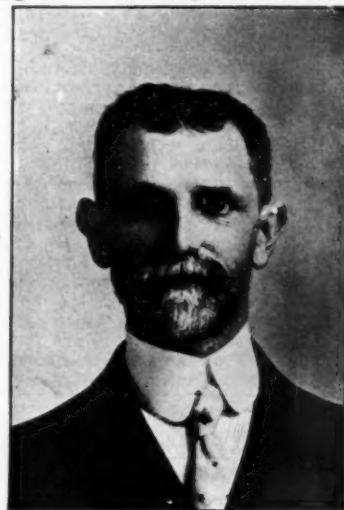
When writing to advertisers just mention **American Nurseryman**.

### AMERICAN ASSOCIATION OF NURSERYMEN

Chas. Sizemore, Louisiana, Mo., Secy.

New members of the American Association of Nurserymen, as reported by Secretary Sizemore, are as follows: Busch Nurseries, Thompson Road Run, Glenshaw, Pa.; Forest Hill Nurseries, H. J. Tamke, 1073 Reservoir Ave., Cranston, R. I.; Guyencourt, Del., Nurseries, W. E. Phelps, Charles Andrew Maxson, 810 Stuart Ave., Kalamazoo, Mich.

**Berckmans Again in the Trade**—Hugh and Nelson MacRae, Wilmington, N. C., constituting the Linville Improvement Co., have



L. A. BERCKMANS, Augusta, Ga. established, in association with L. A. and P. J. A. Berckmans, Augusta, Ga., the Linville Nurseries, Linville, N. C.

### Massachusetts Association

Nineteenth annual meeting of Massachusetts Nurserymen's Association was held at Hotel Bellevue, Boston, January 8, President Paul Bauman in the chair. Reports of the secretary and treasurer and committees were given. Members of the association are planning to furnish evergreens for general decoration of the Centennial Exhibition of Massachusetts Horticultural Society in March.

R. H. Allen, state Nursery inspector, gave an outline of the modifications of previous Nursery quarantines. Donald Wyman talked on the national advertising program and spoke of the success of the campaign for funds. Sheldon Robinson led a discussion of the mechanical aids in the Nursery, cultivators, use of mulch—paper in the growing of the plants; and tractors, derricks and other machinery for use in handling shipments.

Harold Hill Blossom showed some very fine pictures of Spanish gardens. He showed the traces of the Moorish garden architecture and spoke interestingly of changes in the productivity of the country caused by the wars of the 14th and 15th centuries. Mr. Blossom gained entrance into many gardens which are not seen by the average tourist and his lecture was much enjoyed.

Officers elected are: President, J. J. McManmon, Lowell; Vice-President, Robert F. Cross, Osterville; Secretary and treasurer, Winthrop H. Thurlow, West Newbury. Executive Committee: Paul Baumann, E. W. Breed, R. W. Wyman, P. J. Van Baarda. Delegate to National Convention, Charles Adams; alternate, Kenneth Gillett.

WINTHROP H. THURLOW, Secy.



**WANTED**-American Elms; Norway and Sugar Maples; Pin, Red and Scarlet Oaks; American and Oriental Planes; Ginkgo (staminate); Hackberry and Basswood. Sizes in caliper 1 1-2 to 1 3-4 in.; 1 3-4 to 2 in.; 2 to 2 1-2 in. In quoting indicate quantity available, size and price.

ALLEN NURSERY COMPANY, ROCHESTER, N. Y.

## BEFORE PLACING YOUR ORDER

Give us the opportunity to quote you on your wants. Stock offered is of our own growing. It will be handled properly, graded carefully, and priced right. We think we can save you money and are sure you will be well pleased with the quality of our stock.

### WE OFFER:

#### APPLE SEEDLINGS

From American, French and German seed

#### PEAR SEEDLINGS

Japan, Ussuriensis, and German Wild Pear

#### APPLE and PEAR GRAFTS

#### FOREST TREE SEEDLINGS

Catalpa, Elm and Maple

#### FRUIT TREES

Apple, Cherry, Peach, Pear and Plum

#### SHADE and ORNAMENTAL TREES

#### AMOR PRIVET

#### SPIREA VAN HOUTTI

#### HYDRANGEA PANICULATA

**J. H. SKINNER & CO.**

Topeka, Kansas

## PECAN TREES

CAR LOTS our specialty, but we accept orders from nurserymen for any number of trees. Also have Satsuma Orange trees.

**Simpson Nursery Co.**

Monticello, Fla. Established 1902

### "Everything Worth Planting"

Write for our 1928 Short Guide & Price List

**KELSEY NURSERY SERVICE**

50 Church Street New York City  
Established 1878

### TREE SEEDS

Send for catalog listing Tree, Shrub, Perennial and Evergreen Seed. Collected from all parts of the world.

**CONYERS B. FLEU, JR.**

6628 Ross St., Germantown, Philadelphia

### SAMPLES and PRICES

of Peach Trees and Grape Vines for you now. They speak for themselves. Carload or less.

BORLING A2, MADISON, O.

### THIS SPACE

\$2.50 Per Month Under Yearly Term Contract

58 Cents Per Week

Less Than Yearly: \$2.80 Per Month

### CASH PAID NOW!

## for SHADE TREES

Spring Delivery. All Varieties. Larger Sizes Preferred.  
Carload Lots and Wholesale Prices Only.

**LEWIS & VALENTINETREE MOVING CO. Inc.**

Roslyn, Long Island

## PORTLAND ROSES

2-Year, Field-Grown, Budded Stock

BROADLEAVED EVERGREENS

FLOWERING SHRUB

HARDY PERENNIALS

CONIFERS

ROCK PLANTS

HARDY VINES

Ask for New Price List Just Off the Press

**MOUNTAIN VIEW FLORAL COMPANY**

Office: 341 E. 72d Street S.

Portland, Oregon

## THE F. E. SCHIFFERLI & SON NURSERIES

Fredonia, Chautauqua Co., N. Y.

Established 1890

We offer for Fall and Spring a very large and complete assortment of  
**FREDONIA GROWN GRAPE VINES, CURRANTS, GOOSEBERRIES**

Everything we offer is of our own growing and will be graded up to our usual high standard that we originated and adopted many years ago and has made many everlasting customers, and our business a success.

We invite your inquiries.

## BOYD GROWN

HARDY SHRUBS

AMUR RIVER NORTH PRIVET

CALIFORNIA PRIVET

FOREST & SHADE TREES

BARBERRY

COMPLETE LINE

Lining Out and Larger Sizes

Send Your Want List for Quotations

Write for Trade List Let's Do Business

**Forest Nursery Co., Inc.**

MC MINNVILLE,

TENNESSEE

Established 1868

Leading European Forest Tree Seed House

A. GRUNWALD, Wiener-Neustadt, Austria

Member A. A. N.

Small lot of Picea omorica seeds and plants true to name available.

Test your seeds! Practical seed testers, \$2 each

## American Bulb Company

Importers and Growers of

Dutch Bulbs, Cannas, Tuberoses, Gladioli, Hardy Lilies, Manetti, Lily of Valley, Sphagnum Moss.

Send For Free Catalogue.  
6 Murray St., 182 N. Wabash Ave.,  
New York City Chicago, Ill.

## Scions CATALPA BUNCEI Buds

Strong scion wood, \$8 per 1000 scions.

Buds, \$4 per 1000. Shipment any time.

Make reservations

**PENNSYLVANIA NURSERY CO.**

GIRARD, PA.

## Hill's Evergreen Plate Book

50 four-color process prints from photographs, 40 Evergreen pictures, 10 Shrub pictures. Size 5 1/4 x 9 in. Loose leaf. Cloth binding, \$3.75. Leather, \$4.50. Post-paid. Great help in selling. Order for your salesmen. Money refunded if not satisfied.

**D. Hill Nursery Co.**

Evergreen Specialists - Largest Growers in America  
Box 202 DUNDEE, ILL.

## American Linden Seedlings

Villosa Lilac Seedlings

Evergreen Seedlings and

Transplants

Cut Leaf Birch White Birch

Latham Raspberry Plants

**J. V. Bailey Nurseries**

Daytons Bluff Sta. St. Paul, Minn.

## "We Ship 'Em Quick"

HARDY SHRUBS, ROSES, PRIVETS, FRUIT TREES, GRAPE VINES and SHADE TREES. CUT LEAF WEEPING BIRCH, A SPECIALTY.


**Champion Nurseries**

PERRY, OHIO

## SEMESAN

Makes Seeds Healthy

**WILMINGTON, DEL.**

Dyestuffs  Dept.

## NURSERY TOOLS

Leonard Full-strapped Spades

Lead in Every Nursery Section.

Write for 64-page Wholesale Catalog

illustrating over 300 Hand Tools.

**A. M. LEONARD & SON**

PIQUA, OHIO

## PIN OAK SEEDLINGS

I am now ready to quote prices on Pin Oak Seedlings in the following sizes: 6-9", 9-12", 12-18" and 18-24".

**ARTHUR L. NORTON**

Nurseryman Clarksville, Mo.

# Merchandising Compared With Order Taking

Why Is It That a Business With Seemingly Every Chance In the World Is Not Putting Over Additional Selling In a Big Way

## PUNGENT POINTERS PREPARATORY TO PUBLICITY PROFITS

By H. G. Loftus, Landscape Architect, Rose Hill Nursery, Minneapolis, Before Northern Retailers Association

**Y**OU should start merchandising when the first seed is planted. Determine where and how you are going to market the plant.

The difference between merchandising and mere order taking lies in the analysis of your business. If you are satisfied to have men go from house to house and merely ask for, out talk or enveigle orders, then merchandising holds no interest for you.

Merchandising is the most artistic of the various elements of your business and is becoming scientific in a high degree. It embraces in its scope not only price and quality, but design, style, color, preparation and service. Each of these attributes apply in a varying degree to your business.

Why is it that a business with seemingly every chance in the world is not putting over additional selling in a big way? The new motto of business is "Let the Seller Beware." This means that service has taken the place of high pressure salesmanship. Confidence begets business, satisfaction keeps it. It is the little extra difference in service that you give to the customer in the transaction that differentiates you from the garden variety or plain order taking Nurseryman. I believe that the customer crusade is lacking the passion to get something worthwhile to the public. A crusade must start with public interest, not private profit. True, there must be a profit on our good but that will follow. If we analyze the market further we find that behind any market are human beings, and that in any organization, behind the operation of production, behind all planning and control, we must look to human beings for functioning and direction.

The capacity of the consumer to purchase is the essential thing to consider in forecasting sales. A Nurseryman would be foolish to advertise and attempt to sell his stock to people who possessed neither cash nor credit with which to buy. The intelligent farmer who plants an orchard of apples, the production of which may reasonably be expected to prove in excess of his personal requirements, looks about him, satisfies himself that a market exists for the surplus fruit and that this market will absorb certain varieties of apples in definite quantities and learns what it will require of him in the way of packing, shipping and inspection. Do you attempt to give this service with your sale? If you do not here is an outlet for the customer crusade element in your business.

Business today is in a buying age—not a selling one. Buyers now know what they want and the seller must do business accordingly. Women study the garden magazines, and they keep in touch with the markets.

You do not sell merely fruit trees and shrubs. You sell what those trees will produce and what beautiful effects the blending of shrubs will produce.

### Markets

We hear that the Nursery business is not good, that retail markets are slipping. This is merely a combination of state of mind and abuses arising within the business. The

coal industry, next to agriculture, is undoubtedly the most decentralized of all our basic industries. Seventy of the largest mines produce only 10% of the bituminous coal. In consequence the industry is the shining example of logical results of free, high, wide and handsome competition. The survival of the fittest and the fattest, this also applies to the Nursery business where it is easy to get in and easier to get out if you do not watch your markets.

The coal industry is talking and starting "Adaptation to the market."

The United States and Canada will increase as national markets. National wealth will grow steadily and rapidly and it will continue to grow. Somebody will own the additional wealth. Somebody will buy additional goods. We will have more time to consume and pay more attention to what we consume.

People will buy aesthetic things, more mental broadening rather than physical possessions, and the physical possessions will all be purchased with more thought. Our entire market is becoming more sophisticated and more educated.

Women spend 80% of the income. Business must recognize her as a chief customer and I believe she spends 80% of the labor on the garden as well.

Only ignorance or deliberate evasion can prevent one from seeing the enormous selling opportunity the farm market presents. American agriculture today is a sixty million dollar business. It dwarfs every other industry. The farm market today offers untold opportunities for intelligent marketing. Agriculture, our basic industry, strong and solvent, is I believe, facing an era of unparalleled prosperity. Then add to that the city and small town market and you can see what a market the Nursery industry has.

Two men slightly intoxicated were arguing about who was the best shot, and they finally decided to go out and test their skill. The first one took deliberate aim and after holding it for some time, shot at a black bird in a tree and missed him. Then the other took the gun, but being rather unsteady on his feet was wavering around considerable when he fired. The black bird fell to the ground, whereupon his friend said, "You darn fool, no wonder you could hit him you aimed all over the lot." We, as Nurserymen, have a lot to aim at.

[To Be Continued]

**Michigan Apple Show**—The apple show was much better than any thus far given. Eastern visitors, of whom there were many, said it rivaled the Rochester, N. Y., apple show, considered the premier of the country. Many producers and educators, both native and out-State, participated in the discussions and business of the sessions. The apple growers realize their business is becoming more complicated each succeeding year. It seems to be the day of the big fellow.

Frederick W. Kelsey, F. W. Kelsey Nursery Co., 50 Church St., New York, sailed Jan. 10 on a two-months trip to Mediterranean points and Near East territory.

When writing to advertisers just mention *American Nurseryman*.

### AMERICAN ASSOCIATION OF NURSERYMEN

Chas. Sizemore, Louisiana, Mo., Secy.

New members of the American Association of Nurserymen, as reported by Secretary Sizemore, are as follows: Busch Nurseries, Thompson Road Run, Glenshaw, Pa.; Forest Hill Nurseries, H. J. Tamke, 1073 Reservoir Ave., Cranston, R. I.; Guyencourt, Del., Nurseries, W. E. Phelps, Charles Andrew Maxson, 810 Stuart Ave., Kalamazoo, Mich.

**Berckmans Again in the Trade**—Hugh and Nelson MacRae, Wilmington, N. C., constituting the Linville Improvement Co., have



L. A. BERCKMANS, Augusta, Ga.

established, in association with L. A. and P. J. A. Berckmans, Augusta, Ga., the Linville Nurseries, Linville, N. C.

### Massachusetts Association

Nineteenth annual meeting of Massachusetts Nurserymen's Association was held at Hotel Bellevue, Boston, January 8, President Paul Bauman in the chair. Reports of the secretary and treasurer and committees were given. Members of the association are planning to furnish evergreens for general decoration of the Centennial Exhibition of Massachusetts Horticultural Society in March.

R. H. Allen, state Nursery inspector, gave an outline of the modifications of previous Nursery quarantines. Donald Wyman talked on the national advertising program and spoke of the success of the campaign for funds. Sheldon Robinson led a discussion of the mechanical aids in the Nursery, cultivators, use of mulch—paper in the growing of the plants; and tractors, derricks and other machinery for use in handling shipments.

Harold Hill Blossom showed some very fine pictures of Spanish gardens. He showed the traces of the Moorish garden architecture and spoke interestingly of changes in the productivity of the country caused by the wars of the 14th and 15th centuries. Mr. Blossom gained entrance into many gardens which are not seen by the average tourist and his lecture was much enjoyed.

Officers elected are: President, J. J. McManmon, Lowell; Vice-President, Robert F. Cross, Osterville; Secretary and treasurer, Winthrop H. Thurlow, West Newbury. Executive Committee: Paul Baumann, E. W. Breed, R. W. Wyman, P. J. Van Baarda. Delegate to National Convention, Charles Adams; alternate, Kenneth Gillett.

WINTHROP H. THURLOW, Secy.



**WANTED**-American Elms; Norway and Sugar Maples; Pin, Red and Scarlet Oaks; American and Oriental Planes; Ginkgo (staminated); Hackberry and Basswood. Sizes in caliper 1 1-2 to 1 3-4 in.; 1 3-4 to 2 in; 2 to 2 1-2 in. In quoting indicate quantity available, size and price.

ALLEN NURSERY COMPANY, ROCHESTER, N. Y.

## BEFORE PLACING YOUR ORDER

Give us the opportunity to quote you on your wants. Stock offered is of our own growing. It will be handled properly, graded carefully, and priced right. We think we can save you money and are sure you will be well pleased with the quality of our stock.

### WE OFFER:

#### APPLE SEEDLINGS

From American, French and German seed

#### PEAR SEEDLINGS

Japan, Ussuriensis, and German Wild Pear

#### APPLE and PEAR GRAFTS

#### FOREST TREE SEEDLINGS

Catalpa, Elm and Maple

#### FRUIT TREES

Apple, Cherry, Peach, Pear and Plum

#### SHADE and ORNAMENTAL TREES

#### AMOR PRIVET

#### SPIREA VAN HOUTTI

#### HYDRANGEA PANICULATA

**J. H. SKINNER & CO.**

Topeka, Kansas

## PECAN TREES

CAR LOTS our specialty, but we accept orders from nurserymen for any number of trees. Also have Satsuma Orange trees.

**Simpson Nursery Co.**

Monticello, Fla. Established 1902

### "Everything Worth Planting"

Write for our 1928 Short Guide & Price List

**KELSEY NURSERY SERVICE**

50 Church Street New York City  
Established 1878

### TREE SEEDS

Send for catalog listing Tree, Shrub, Perennial and Evergreen Seed. Collected from all parts of the world.

**CONYERS B. FLEU, JR.**

6626 Ross St., Germantown, Philadelphia

### SAMPLES and PRICES

of Peach Trees and Grape Vines for you now. They speak for themselves. Carload or less.

BORLING A2, MADISON, O.

## THIS SPACE

**\$2.50 Per Month** Under Yearly Term Contract

**58 Cents Per Week**

Less Than Yearly: \$2.80 Per Month

## CASH PAID NOW!

## for SHADE TREES

Spring Delivery. All Varieties. Larger Sizes Preferred.  
Carload Lots and Wholesale Prices Only.

**LEWIS & VALENTINETREE MOVING CO. Inc.**

Roslyn, Long Island

## PORTLAND ROSES

2-Year, Field-Grown, Budded Stock

BROADLEAVED EVERGREENS

FLOWERING SHRUB

HARDY PERENNIALS

CONIFERS

ROCK PLANTS

HARDY VINES

Ask for New Price List Just Off the Press

**MOUNTAIN VIEW FLORAL COMPANY**

Office: 341 E. 72d Street S.

Portland, Oregon

## THE F. E. SCHIFFERLI & SON NURSERIES

Fredonia, Chautauqua Co., N. Y.

Established 1890

We offer for Fall and Spring a very large and complete assortment of  
**FREDONIA GROWN GRAPE VINES, CURRANTS, GOOSEBERRIES**

Everything we offer is of our own growing and will be graded up to our usual high standard that we originated and adopted many years ago and has made many everlasting customers, and our business a success.

We invite your inquiries.

## BOYD GROWN

HARDY SHRUBS

AMUR RIVER NORTH PRIVET

CALIFORNIA PRIVET

FOREST & SHADE TREES

BARBERRY

COMPLETE LINE

Lining Out and Larger Sizes

Send Your Want List for Quotations

Write for Trade List Let's Do Business

**Forest Nursery Co., Inc.**

MCMINNVILLE,

TENNESSEE

Established 1868

Leading European Forest Tree Seed House

A. GRUNWALD, Wiener-Neustadt, Austria

Member A. A. N.

Small lot of Picea omarica seeds and plants true to name available.

Test your seeds! Practical seed testers, \$2 each

## American Bulb Company

Importers and Growers of

Dutch Bulbs, Cannas, Tuberoses, Gladioli, Hardy Lilies, Manetti, Lily of Valley, Sphagnum Moss.

Send For Free Catalogue.  
6 Murray St., 182 N. Wabash Ave.,  
New York City Chicago, Ill.

## Scions CATALPA BUNCEI Buds

Strong scion wood, \$8 per 1000 scions.

Buds, \$4 per 1000. Shipment any time.

Make reservations

**PENNSYLVANIA NURSERY CO.**

GIRARD, PA.

## American Linden Seedlings

Villosa Lilac Seedlings

Evergreen Seedlings and

Transplants

Cut Leaf Birch White Birch

Latham Raspberry Plants

**J. V. Bailey Nurseries**

Daytons Bluff Sta. St. Paul, Minn.

## "We Ship 'Em Quick"

HARDY SHRUBS, ROSES, PRIVETS, FRUIT TREES, GRAPE VINES and SHADE TREES. CUT LEAF WEEPING BIRCH, A SPECIALTY.

**Champion Nurseries**

PERRY, OHIO

## SEMESAN

Makes Seeds Healthy

**WILMINGTON, DEL.**

Dyestuffs

Dept.



## NURSERY TOOLS

Leonard Full-strapped Spades

Lead in Every Nursery Section.

Write for 64-page Wholesale Catalog

illustrating over 300 Hand Tools.

**A. M. LEONARD & SON**

PIQUA,

OHIO

## PIN OAK SEEDLINGS

I am now ready to quote prices on Pin Oak Seedlings in the following sizes: 6-9", 9-12", 12-18" and 18-24".

**ARTHUR L. NORTON**

Nurseryman

Clarksville, Mo.

**Hill's Evergreen Plate Book**  
50 four-color process prints from photographs, 40 Evergreen pictures, 10 Shrub pictures. Size 5 1/4 x 9 in. Loose leaf. Cloth binding, \$3.75. Leather, \$4.50. Post-paid. Great help in selling. Order for your season. Money refunded if not satisfied.  
**D. Hill Nursery Co.**  
Evergreen Specialists - Largest Growers in America  
Box 202 DUNDEE, ILL.

# Let's Agree On What We Will Call Them

Says Garden Club Federation President In a Frank Talk To Nurserymen About Flowers and Shrubs—O. W. Fraser Acquiesces

## THE TENNESSEE NURSERYMEN IN ANNUAL CONVENTION

LET'S agree on what we are going to call our flowers and shrubs, Mrs. E. Y. Chapin of Chattanooga, state president of the Garden Club Federation, said to members of the Tennessee Nurserymen's Association at its annual convention at the Faragut Hotel, Knoxville, Dec. 13-14.

"A divine passion for gardens is sweeping over the country," she continued, "and in trying to improve our gardens by ordering plants from the Nurseries it is discouraging to find the passion flowers we buy grow up to be trumpet vines and lilies prove to be jonquils."

The ordinary white water lily, she said, is known by 245 names. Mrs. Chapin suggested that the Nurserymen in their catalogs use the standard botanical names and one common name for their plants.

Mrs. Chapin and the Nurserymen agreed in the discussion following her talk that it is foolish to import foreign shrubs and plants for gardens in Tennessee when the native shrubs are as effective and grow more easily.

"If you try to sell a woman here some cedar for evergreens for her garden, she will not have it," O. W. Fraser of the Fraser Nursery, Birmingham, chuckled, "but she will take Italian cypress that does not grow well. The people of the North are the ones who buy our pretty native shrubs and plants." He suggested that the women of the garden clubs, many of whom attended

the morning session, should cooperate with Nurserymen by growing native plants.

The Chinese tea plant, a flowering evergreen, was discussed by the Nurserymen as a new winter flower. It is now in full bloom, Mr. Fraser pointed out.

A group of bearing Asiatic pear trees in December were shown to the Nurserymen when they visited the U-T farm. Experiments in breeding pear trees of good quality and able to resist the blight are being conducted at the farm. Dr. J. A. McClintock and H. L. Fackler of the experiment station explained the process to the Nurserymen.

The tests being made with crab apple seedlings also were shown. Dr. McClintock declared that much more work of experimental nature must be done with the crab apples before they can be used by practical growers.

Ways of growing cherry stock in Tennessee when the embargo on foreign seedlings goes into effect next year were explained.

Greater attention to evergreens was urged by Secretary G. M. Bentley. "This is one of the greatest evergreen sections of the country," he said. "The hardness of the mountain evergreen testifies to that. What we Nurserymen must do is interest the women in growing evergreens as well as

dahlias and roses and to use evergreens in parks, memorials and for other beautifying purposes."

Dr. J. A. McClintock, horticulturist of the agricultural experiment station spoke on "The Control of Outstanding Nursery Diseases."

Prof. C. A. Mooers spoke on the use of synthetic nitrogen as a fertilizer; F. C. Boyd, Forest Nursery Co., on lining-out ornamentals; Lee McClain, Washington Heights Nurseries, Knoxville, on American Association activities.

A feature of the 24th annual convention was a motor trip over the Scenic Loop in the Smoky Mountains with dinner at the Mountain View Hotel in Gatlinburg and return via Elkmont, Wonderland Park, Sunshine, Walling, via Maryville to Knoxville.

Officers were elected: President, Miss Elizabeth B. Drake, head of the E. B. Drake Nurseries, Winchester; vice-president, J. R. Bragg, McMinnville; secy.-Treas., Prof. G. M. Bentley, Knoxville.

The community tree in a Danbury, Conn., park, procured from a Nursery, having been damaged in transportation, a handsome Koster blue spruce was used from the lawn of the residence of Col. Louis D. Conley, proprietor of the Outpost Nurseries, who took a personal interest in insuring the success of Danbury's second attempt to have a permanent community tree.

When writing to advertisers just mention **American Nurseryman.**

### It paid Chas. Kimball to learn to be a LANDSCAPE ARCHITECT



Read His Letter.

Gentlemen:  
I am flooded with work and have raised my general rate to \$25 a day. I have three large rock gardens to build, and will charge \$35 a day for this work. Sold one client \$1640.00 in plants. Thursday night will close contracts for close to \$12,000. So you can see I am getting on. Very truly yours,  
(Signed)  
Chas. L. Kimball

#### WHAT HE HAS DONE YOU CAN DO!

Chas. Kimball learned to be a Landscape Architect at home—by mail. Our easy, quickly mastered course has enabled many to find success in this dignified, pleasant, uncrowded profession.

#### REMARKABLE OPPORTUNITIES

—await you. Experts earn \$5,000 to \$10,000 a year. Earnings are possible after first few lessons. Some students have more than paid for their courses while studying. The course is especially easy and remunerative for men who have had Nursery experience.

Write for Details  
**AMERICAN LANDSCAPE SCHOOL**  
Combined with National School of Landscape Design

10 Plymouth Bldg.  
Des Moines, Ia.

#### Flowers, Fruit and Evergreen Trees

We have an overstock on some items, can you use them? We will be short on many other items. What have you to offer?

**UNITED STATES NURSERIES**  
Linwood Station Detroit, Mich.

#### SPECIALTIES—Small Fruit Plants

Grape Vines, Currant, Gooseberry, Red and Black Raspberry suckers and Trans Strawberry, Rhubarb, Asparagus.

**L. J. Rambo's Wholesale Nursery**  
Bridgman, Michigan

#### DAHLIA BULBS

You can make money selling bulbs to your customers or growing them for yourself. We grow twenty acres of dahlias for the florist trade and can furnish millions of bulbs at a reasonable price. Write today for wholesale list.

**PAYNE FARMS, Dept. A.N., Shawnee, Kan.**



#### EVERYTHING! for the Nursery.

Write for our 72 page Wholesale Price List. Use business stationery as we sell to wholesale trade ONLY.

"One of America's Foremost Nurseries"  
**MOUNT ARBOR NURSERIES.**  
E. S. Welch, Pres. Shenandoah, Iowa

### SHADE TREES FOR QUICK SALE IN CAR LOTS OR LESS

First Class Stock at the Right Price

January 5, 1929

	Per 10	Per 100
Catalpa Bungei, 3-4 ft. stems	5.00	45.00
" " 4-5 ft. "	6.50	60.00
" " 5-6 ft. "	8.00	75.00
Norway Maple, 5-6 ft. Whips	5.00	45.00
" " 7-8 ft. Branched	14.00	125.00
" " 8-10 ft. "	20.00	175.00
Silver Maple, 6-8 ft. Branched	3.00	25.00
" " 8-10 ft. "	4.00	35.00
" " 10-12 ft. "	5.50	45.00
Lombardy Poplar, 6-8 ft.	2.50	15.00
" " 8-10 ft.	3.00	25.00
" " 10-12 ft.	4.00	35.00
Carolina Poplar—Same as Lombardy		
Weeping Willow, 6-8 ft.	4.50	40.00
" " 8-10 ft.	6.00	55.00
American Elm, 6-8 ft.	7.00	60.00

#### TREE SEEDLINGS

	Per 100	Per 1000
Silver Maple, 6-12 in.	.65	5.00
" " 12-18 in.	.80	6.00
" " 18-24 in.	1.00	8.00
Catalpa Speciosa, 18-24 in.	.75	6.00
" " 2-3 ft.	1.00	8.00

Usual Terms. Packing at Cost. Packing Free For Cash With Order

Send us Your Complete Want and Surplus List

**TITUS NURSERY COMPANY**  
Waynesboro, Virginia

### "Concentrate on Sales and Not Production"

—Wm. Flemer Jr., President A. A. N.

## THE AMERICAN ASSOCIATION OF NURSERYMEN

Is accomplishing much for the Nursery Trade.  
With a record of fifty-two years of service.  
Practical departments and active committees.  
National conventions of inestimable value.

President, Wm. Flemer, Jr., Princeton, N. J.

Unite with Seven Hundred Representative Nurserymen throughout the country to protect your interests and advance your business. Only Nurserymen of high ideals are eligible to membership.

Vice-President, A. M. Augustine, Normal, Ill.

Write **CHARLES SIZEMORE, Secretary, Louisiana, Mo., for full particulars.**

Convention Date: Boston, Mass., July 16, 1929



## E. P. BERNARDIN Parsons Wholesale Nurseries

PARSONS, KANSAS

Established 1870

### Specialties

Amoor River North Privet, 2 yr.,  
2-3 and 3-4 ft., well branched.

Bungei Catalpa, 4½-8 ft. stems.  
Lombardy Poplar, 5-6 to 10-12 ft.  
Thurlo Willow, 5-6 to 10-12 ft.  
Lonicera Bella Albida, 2-3 to 5-6 ft.

Deutzia Pride 2-3 to 5-6 ft.  
Forsythia Asst., 2-3 to 4-5 ft.  
Tamarix Asst., 2-3 to 5-6 ft.  
Purple Wisteria, 2 & 3 yrs.

EVERGREENS—Biotas and Junipers, in good supply.

Early Harvest B. B. root grown plants.

Long list of Ornamentals in generous supply.

## SCARFF'S Nursery

Headquarters for  
Small Fruit Plants  
And Lining Out Stock

Strawberries  
Raspberries  
Dewberries  
Blackberries  
Elderberries  
Currants  
Gooseberries  
Grape Vines  
Honeyradish  
Asparagus  
Rhubarb

Hardwood Cuttings  
Iris  
Spiraea in variety  
Privet  
Hydrangea P. G.  
Mallow Marvel  
Barberry Seedling  
Peonies  
Honeysuckle  
Euonymus Radicans  
Philadelphus Grand

Our list quotes lowest prices  
W. N. SCARFF'S SONS  
NEW CARLISLE, OHIO

## BOXWOOD

Young's Boxwood and  
Evergreens

FOR LINING OUT

My service and stock will please you.

Write for Wholesale Trade List

ROBERT C. YOUNG

Wholesale Nurseryman  
GREENSBORO NORTH CAROLINA

## PRIVET and BERBERIS Splendid Stock

Write for Special Quotations.

LESTER C. LOVETT

Milford Delaware

Say you saw it in "American Nurseryman"

## The Preferred Stock



The Sponsors of  
Jack and Perk  
have a word or  
two to say.

WITH our energetic spokesmen, Jack and Perk, pretty well monopolizing our announcements, we don't get a chance to say very much.

But, on this occasion we're stealing a little space: first, to wish you all a

### Happy New Year

and, secondly, to tell you a little of what 1929 has in store for our customers.

Fifty-five years in business, each year showing growth over the one before, is not a mere coincidence. We think a knowledge of how to propagate and grow good nursery stock, reasonably good judgment (we're modest), plus the desire to be cheerful, helpful and fair in all our dealings, are qualities which have brought the J & P organization to the position in the trade which it now holds.

Sometime ago we created the trade figures of Jack and Perk to personify these qualities: the one to stand for the earnestness, industry and skill necessary in the successful grower of nursery stock; the other to represent the surplus energy that gets things done in an emergency and that degree of good-nature and friendliness that

adds so much to any business transaction.

These little characters still represent the policies and principles of the Jackson & Perkins Company! They'll be with you again during 1929, and for many years to come, in a continued effort to make the sale of nursery stock a pleasanter and more profitable occupation.

What will our customers receive in 1929? Everything they've had since 1873—with stock, if anything, a little bit better, the assortment more complete, service a little more prompt, the pleasure of doing business a little more pronounced than ever before.



Jackson & Perkins Company  
Wholesale Only  
Newark, New York.

T. SAKATA & CO.

Specialists

TREE SEED SHRUB

HERBST BROTHERS

42 South Street  
NEW YORK

Bolling Farms Nurseries  
Growers

ORNAMENTAL SHRUBS,  
BROAD LEAVED EVERGREENS,  
PRIVET, VINES, POPLARS,  
ARBORVITAE

And other conifers.

Catalog and list of our offerings will be sent upon request.

Bolling, Alabama, Dept. B

AMERICAN NURSERYMAN should be regularly on your desk. A business aid. Bristling with exclusive trade news. Absolutely independent. NOT OWNED BY NURSERYMEN.

IT COSTS LESS THAN 21 CENTS A MONTH TO KEEP IN TOUCH WITH THE TRADE THROUGH A REAL NURSERY TRADE JOURNAL.

Advertisements are Inserted Twice a Month in American Nurseryman for Single Rate

Three Ways To Advertise In The

American Nurseryman

PUBLISHED SEMI-MONTHLY, ON 1st AND 15th

58 Cents per Inch per Week Under Yearly Term

TWICE A MONTH INSERTION FOR THE SINGLE RATE

1- General or Special Purpose - - - Any Size

2- American Propagators Directory-2-in. blocks

3- Business Card Announcement - 1-in. blocks

Rate: \$2.80 Inch per month; under yearly term, \$2.50

# Sports or Mutations Likely to be Permanent

## As Are Varieties From Which They Develop, But Not More So—How Do New Fruits Arise—Chances of Sporting Remote

### PROPAGATING WOOD FROM SPORTS WILL REPRODUCE VARIETY

By Charles E. Durst, Editor, in Fruits and Gardens

EVERY little while we hear of some new variety of fruit that originated by sporting or mutation. In the case of tree fruits, these varieties commonly arise as new branches or twigs on growing trees. The new branch or twig bears fruit different from that of the rest of the tree. Important questions present themselves in this connection. How do the new fruits arise, and are they permanent?

To better understand this problem, we must consider briefly the fundamentals of plant and animal life. Every plant or animal of the higher kinds is composed of many small units called cells. Each plant or animal begins as a single cell. This cell is the result of union of two cells, one from the female and one from the male parent. The original cell contains small bodies called chromosomes. In these, the hereditary units are carried. These units determine the characteristics of the plant or animal. The number of chromosomes and units vary for different plants and animals, but for a given species the number is always uniform.

Plant and animal growth is the result of cell division. The original cell becomes two, the two become four, and so on. In normal cell division, the chromosomes and units divide very exactly, and each new cell is a duplicate of the original in hereditary qualities.

#### New Varieties in Two Ways

New varieties of plants or animals can arise in two ways. They can arise by the crossing of two varieties and the bringing together in the new cell of new combinations of hereditary units. This is the method which plant breeders are using so systematically in developing new fruits.

The other method by which new varieties can originate is by sporting or mutation. This may occur in one or two ways. As stated above, very exact division takes place under normal conditions, but occasionally in the process of division irregularities occur which result in new combinations of the chromosomes and hereditary units. Again, constitutional or chemical changes may rarely take place in one or more of the hereditary units and thus cause

a change in the corresponding character.

Such new cells in their growth and division may give rise to new branches or twigs and they may not, depending on their location in the plant body. If they do, the branches will be different from the other branches of the plant. They may differ in only one or in several ways from the origi-

in fruits, so it seems correct to assume that a mutation or sport has the same chance to sport or not to sport in any direction as any other variety. In other words, true sports or mutations are as likely to be permanent as any other variety.

The chances of sporting in any variety are very remote. Nature appears to be very precise in this matter, and cell division is a very stable proposition. Probably billions of cell divisions occur for every sport or mutation which develops. In plants, many of these never develop into a branch or twig. Others are of no value. A number of our very valuable varieties have originated as sports. The Gallia Beauty apple originated from the Rome Beauty, the Starking from the Delicious, and the Gano from the Ben Davis. The Richared apple, is also a red sport of the common Delicious.

In many cases of sporting in fruits, the changes have involved color of fruit only. Apparently, in such instances the changes have involved modifications in only a single hereditary unit. Obviously, it is quite possible, in view of the above explanation, for a sport or mutation to differ from the original variety in only one or a few characteristics and to be exactly like it in all others. This condition prevails in the cases of many varieties of fruits which have originated as sports.

**As We All Know**—As we all know, the Nurseryman stands first friend to the home beautiful, to the ideal garden and lawn, and to the success of the landscape gardener.—Knoxville, Tenn., Journal.



C. E. DURST, Chicago  
Editor Fruits and Gardens

nal, and the changes may be better or worse from the standpoint of man. Propagating wood taken from such branches will reproduce the variety.

#### Are Sports Permanent?

Sports or mutations are as likely to be permanent as the varieties from which they develop, but not more so. Some scientists have held that sports are due to loss of a factor, and if this is true, there can be no chance of the sport going back to the original. However, there seem to be exceptions. Nectarines sport from peaches, and peaches sport from nectarines. Other cases of return to the original variety have been found



## Shade Trees

A view illustrating the type of shade trees we grow and the quantity in which produced.

There are 18,000 Oriental Planes in this block.

Also good assortment of other Shade Trees, Shrubs and Evergreens.

## PRINCETON NURSERIES

WM. FLEMER'S SONS, INC.

Princeton

New Jersey

#### (North Alabama-Grown) LINING OUT STOCK

For the Wholesale Trade Only

We have 100,000 Soft or Silver Maple Seedlings 12/18" and 100,000 Soft or Silver Maple Seedlings 18/24".

We have 20,000 Chinese Poplar 2/3' Fine, 20,000 Lombardy Poplar 2/3' Fine, 10,000 Carolina Poplar 2/3', and lots of other good stock.

It will pay you to get our special quotations.

**THE PARK NURSERY CO.**  
Plevna, Alabama.

#### COLOR PLATES

Floricultural Illustrating Co.  
800 North Clark Street CHICAGO

RECOGNIZED AUTHORITIES ON FLOWER,  
FRUIT AND VEGETABLE ART

#### HEADQUARTERS FOR GRAPE CUTTINGS Independent Fruit Co.

Shipping Points  
PENN YAN, N. Y., TRYON, N. C.

#### STANDARD GARDEN TRACTOR

Plows  
Seeds  
Cultivates  
Mows Hay  
and Lawns

A powerful Tractor for small farms, Gardeners, Florists, Nurseries, Fruit Growers and Poultrymen.

**DOES 4 MEN'S WORK**

Walking and Riding Equipment

Free Catalog. Does Belt Work.

**STANDARD ENGINE COMPANY**

3242 Como Ave. Minneapolis, Minn.

Eastern Branch 204 Cedar St., New York City





## CATALOGS

Are you satisfied with your present catalog? We are producers of some of the most successful catalogs in the country. Write and get our ideas before placing your order for your 1929 catalog. Glad to send you samples without obligation.

**The L. W. Ramsey Company**  
Advertising for Nurserymen  
430 Union Bank Bldg. Davenport, Iowa



## ROSES

Field Grown  
Winter  
Harvested

Our No. 1½ (Medium) Grade very attractive at the price.

Write for List showing 3 Grades.

**HOWARD ROSE CO.**  
Hemet, California

## The Westminster Nursery

Westminster, Md.

Offers in carload lots or less:

CALIFORNIA PRIVET  
One and two year grades  
ASPARAGUS AND RHUBARB  
One and two year grades  
SHRUBBERY AND PERENNIALS  
In excellent assortment  
EVERGREENS

A large supply of Thuja Pyramidalis, also lining out stock.  
Attractive prices will be quoted. Send us your want list.

## SPECIAL

A Loose Leaf  
**PLATE BOOK**

At the Price of a Map  
80 COLORED PAGES

Special Sample Price \$2.00

PROCESS COLOR PRINTING CO.

Formerly CHRISTY, INC.  
Searle Bldg. ROCHESTER, N. Y.

## DIGITALIS

White, Purple,  
Rose, Yellow

Write for list of PERENNIALS,  
GRAPE VINES, BERRY PLANTS, Etc.

**JOHN H. TSCHETTER**  
SPENCERPORT, N. Y.

## THIS SPACE

\$2.50 Per Month Under Yearly Term Contract

58 Cents Per Week

Less Than Yearly: \$2.80 Per Month

AMERICAN NURSERYMAN should be regularly on your desk. A business aid. Bristling with exclusive trade news. Absolutely independent. NOT OWNED BY NURSERYMEN.

# Don't Buy Until

You Have Seen Our New  
WHOLESALE PRICE LIST WITH

*Complete Assortments of*

Broad-Leaved and Coniferous Evergreens, Deciduous Shrubs, Shade and Ornamental Trees, Roses, Vines and Creepers. Young Transplanting Stock.

—X—X—X—

Send Your List at Once—or  
write for our new prices.

—X—X—X—

All Inquiries Receive Very  
Prompt Attention

**Fraser Nurseries**  
INCORPORATED  
Birmingham, Ala.

## HEAVY, TRANSPLANTED

## Surplus Nursery Stock

	Per 100
1000 Spirea Thunbergi, 3-4 ft.	\$35.00
750 Redtwig Dogwood, 5-6 ft.	35.00
2000 Regal's Privet (True), 3 ft.	25.00
4500 Wh. Tartarian Honeysuckle, 5-6 ft.	25.00
500 Indian Current, 3-4 ft.	20.00
500 American Plum, 6-8 ft., bushy	50.00

All of the above stock will produce an immediate landscape effect.

Truck and Carlot Orders Packed Free  
Packing otherwise, charged at cost.

## Westcroft Gardens

GROSSE ILE, WAYNE CO., MICH.  
Ask for list of Perennial and Rock Plants

## 300 Acres in Nursery Stock

25 YEARS IN NURSERY BUSINESS

We specialize in Pecan Trees but grow a general line of Nursery stock. Introducers of the Mahan Pecan.

**MONTICELLO NURSERY CO.**  
Monticello, Fla.

## Peach Pits

**The Howard-Hickory Co.**  
HICKORY, N. C.

## WATERPROOF PAPER LABELS

Red or White, Plain or Printed

Sample Free

**OHIO NURSERY CO.**  
Elyria, Ohio

## A DEPENDABLE DIGGER

at a reasonable price

Write for a descriptive  
circular and prices

"Yours for growing satisfaction"

**NEOSHO NURSERIES**, Neosho, Missouri

## NEW PLATE BOOKS

Nursery Salesmen should procure new books and folders with which to take orders the season now beginning. We now make a more beautiful landscape book than ever before and also have added new shrub, perennial and evergreen views to our sets. We use hand colored photographs and the prices are reasonably low.

### PLAN SERVICE

We offer to the nurserymen a splendid plan service. We will draw individual plans from your specifications. Prices are low to the trade; you will profit from the fine blue prints provided, our prompt service and the special low prices. Plans for all types are prepared, simple or elaborate, from porch planting to complete foundation, schoolhouse, subdivision or park. Further particulars and catalog sent upon request.

**B. F. CONIGISKY**,  
Hamilton St. Peoria, Ill.

## SPECIAL

Anyone wanting Peach will do well to write us. Will make Special Prices. We also have one- and two-year Apple.

Heavy Pecans, 4-5 ft. up to 7 and 8 ft. Japan Persimmons.

**Commercial Nursery Co.**  
DECHERD, TENN.

## JOSEPH S. MERRITT

*Hydrangea Specialist*

COLGATE, BALTIMORE, MD.

## GRAPE VINES

Concord 2 yr. No. 1 and 1 yr. All varieties of Strawberry plants including Mastodon. Also Cumberland B. R.; Cuthbert, King, St. Regis R., and Eldorado B. B., root cuttings and sucker plants.

## ESSIG NURSERY

BRIDGMAN, MICHIGAN

**BLACK BERRY PLANTS** 25 Thousand and Eldorado T root plants, the leading variety for all purposes. Strong, healthy plants, state inspected, only \$15 thousand. \$13.50 thousand in 10 M lots. Could ship direct to your customer under your label if wanted. Order today from this ad.

**PAYNE FARMS**, Dept. B.N., Shawnee, Kan.

## LITERATURE

**The Lilac: A Monograph**, by Susan Delano McKelvey. Illustrated with 172 half-tone plates and four color charts. Cloth; 8 x 11½; pp. 581. \$18. New York: The Macmillan Co. Rochester, N. Y.: American Fruits Pubg. Co.

The late James A. Young, well-known Nurseryman, Aurora, Ill., admirer particularly of the lilac, upon the occasion of a visit to the remarkable collection in Highland Park, Rochester, N. Y., remarked that at last he had found a source of information so comprehensive as to afford the means for such knowledge of the lilac as he had longed to encompass. He planned to devote a number of days each flowering season to patient study of the subject at this arboretum, with the idea of specializing in the commercial production of the plant.

One can imagine what his appreciation would have been if he could have had, in connection with such study, this volume of detailed information based upon years of investigation and observation and world-wide research with access to innumerable records.

There must be other Nurserymen who have desired the means for special study of a plant of so wide a range of attractive varieties that thrive so well in this country. As a reference work this appears to be the last word and probably will be for a long time. In this capacity, it will prove invaluable to many throughout the Nursery trade who will be grateful to the author for presenting so attractively and so completely the results of much time in collecting and arranging the data accumulated by herself and others. For more than seven years she has compiled descriptions of the species and varieties, synonyms, bibliographies and cultural notes from all over the world. This information, with cultural and botanical notes from her own experience and observation, a key to the species and articles by other American authorities are in this volume. Not only is this a book for the professional plantsman and botanist; it will be useful to growers, gardeners and all who

are interested in ornamental horticulture. It is the most complete and authoritative work on the genus *Syringa*.

This monograph was suggested some years ago by the late Prof. Charles Sprague Sargent who did everything possible to further its completion. While the work was done principally at the Arnold Arboretum which offered unusual advantages for study, many other similar sources of information were utilized. The author personally examined the great collections in Rochester, N. Y. and the Canada Experimental Farm at Ottawa; in the gardens of Emile Lemoine, Nancy, France; Royal Botanical Gardens, Kew; the Botanical garden at Paris and numerous Nurseries. She also inspected the herbarium material at Kew, Natural History Museum, Paris, and the Gray Herbarium at Harvard University, besides numerous specimens sent from various European centers. Every herbal and other piece of literature dating back to 1554 was searched for information, while much correspondence was carried on with recognized authorities.

The history and distribution of the lilac, introducing the subject, is written by Ernest H. Wilson, keeper of Arnold Arboretum. The index of the volume occupies 45 columns. This is followed by a description of the genus with a key to the species, by Alfred Rehder. Then follows a complete description of all species and varieties; culture by Theodore A. Havenmeyer; propagation, pruning and forcing and a description of the diseases and insect pests that afflict lilacs, by Wm. D. Councilman.

In order to record as accurately as possible the varying delicate shades of color of the lilac, descriptions have been based upon Robert Ridgeway's "Color Standards and Color Nomenclature" (A. Hoen & Co., Baltimore, Md.) Four color charts by Mr. Ridgeway are in a pocket of the back cover of the book. Numbers in the color descriptions correspond to numbers on these plates. All the photographs reproduced in the book except four, were taken by George W. Root, West Roxbury, Mass., a work requiring utmost patience and skill. The book is an outstanding contribution to horticulture, highly creditable to author and publisher and those who aided in the compilation and arrangement.

**Large Shipment of Nursery Stock**—Forty-two carloads of trees, shrubs and fruit bushes, reported to be the largest shipment of Nursery stock ever made in Canada, recently left Estevan, Saskatchewan. The shipment was for distribution to thousands of farmers in the three prairie provinces—Manitoba, Saskatchewan and Alberta.

## WANTED, FOR SALE

### Wholesale Nursery Business and Orchard For Sale

This nursery is situated sixty-five miles east of Chicago, Ill., in one of the most progressive little towns of the country. Good new building modern in every way. All property free from incumbrances. Seventy acres of land, rich sandy loam adapted for fruit growing and nursery stock.

Reason for selling: Owner past sixty-seven years of age, wishes to retire after thirty-seven years of successful fruit growing and wholesale nursery business on this place.

This is a great opportunity for a man of ability to continue a good paying business already established, and expand it if he desires. Transfer can be arranged now, to take possession June 1st next, at end of fiscal year. It will take fifteen thousand dollars cash to swing this deal, or proper backing.

Address B-110; care American Nurseryman, Rochester, N. Y.

### NURSERY BUSINESS FOR SALE

Would you like to locate in the beautiful city of Rochester, N. Y., and take over a Nursery Jobbing business, well up in six figures? Owner wishes to retire after 28 years successful business. It will take one hundred thousand dollars cash to swing this deal, so do not answer unless you have that amount, or proper backing. Property free and clear of debt. No growing, no catalogue, but steady business every week in year. This is one of the best bargains ever offered of the kind, as location ideal. Plant one of best of its size in country and equipped to handle a half million annual retail business. A splendid opportunity for a young man of strict integrity and ability to take a business already established and build it up to much larger proportions. Owner would stay on in an advisory capacity for few months, if desired. Transfer can best be made on June 1st next at end of fiscal year. Address "Nursery," care American Nurseryman, Rochester, N. Y.

### West Virginia Tree Nursery

Orders for approximately 200,000 trees, at prices ranging from \$3.25 to \$6 a thousand, have been placed with the state game and fish department, according to P. M. Brown, state forest warden, who is in charge of the West Virginia tree Nursery in Seneca Forest, Pocahontas County. The varieties of trees in demand include Red pine, White pine, Norway spruce, European larch, Black locust, Black walnut, Austrian pine and Japanese black pine.

Many orders have been placed by coal mining companies that plan to raise their own supplies of timber for mine props. The New River Company has ordered 12,500 and the Gauley Mountain Coal Company 14,000.

The city of Mannington has ordered 4,000 trees; 17,000 trees have been ordered for use in beautifying the landscape along the three-mile stretch of the Lincoln highway where it cuts through the tip of the northern panhandle of West Virginia in Hancock county.

Seed for 200,000 trees is now being planted in the Seneca forest Nursery. The trees will include 100,000 Red pine, 50,000 White pine and 50,000 Norway spruce.

## MISCELLANEOUS

### FOR SALE

#### STOCK FOR SALE

##### PEONIES

Fifty acres of leading varieties of peonies. Visit us in May. Phil Lutz Peony Farms, Boonville, Ind.

Norway Maple, 8'-10'; Norway Maple Seedlings 12"-17" and 18"-22". Frank G. Long, New Carlisle, Ohio.

##### ROSES

Rosa Odorata Cuttings Unrooted. Most successful greenhouse rose stock, \$5 thousand. Also Fruit Seedlings, Immediate Delivery. We contract to grow all types Roses for field and forcing. Vistica Nurseries, Inc., Stockton, California.

### WANTED

#### HELP WANTED

Nursery Production Manager Wanted. Malmö & Co., Seattle, Wash.

Position wanted as production manager or superintendent. Position must be of a permanent nature with a live concern and where a life time experience will be taken into consideration. Can propagate and grow almost everything grown out of doors and can handle men to the best advantage. Can furnish best of references. Am connected at present with one of the leading nurseries of the country, but because of climatic conditions am desirous of making a change. Address B-111, American Nurseryman, Rochester, N. Y.

Landscape Architect, Propagator, and General Manager. We need three qualified men for three positions who have \$2,500 each to invest. Our company is incorporated for \$10,000 fully paid up, but we desire to increase the capital stock. We are situated in Southwest Missouri in a city of 60,000 population, the only Nursery of any size in this locality, and have a business of well established proportions. It is necessary that we expand to meet the increasing demand due to the natural growth of population in this growing community. Write B-109, American Nurseryman, Rochester, N. Y., giving us full details as to your qualifications.

### BOOKS

BAILEY'S STANDARD CYCLOPEDIA OF HORTICULTURE, 2 vols. Illustrated. Fully indexed. 3639 pages. Indispensable for horticultural reference. The standard authority everywhere. Sold only in complete sets. Price \$25 per set. American Fruits Pubg. Co., P. O. Box 124, Rochester, N. Y.

LIST OF 119 BOOKS on Horticultural subjects covering Nursery, Greenhouse, Field, Ornamental and Fruit Stock, Vines, Insecticides, Spraying, Landscaping, Diseases, Insects, Orchards, Gardens. Seven books on Landscape Gardening. List sent on request. American Fruits Pubg. Co., P. O. Box 124, Rochester, N. Y.

### TWO MEN WANTED

One to take charge of packing department and other nursery work throughout the year, and another to propagate. Give full particulars in first letter, stating experience, age, etc.

GURNEY SEED AND NURSERY CO.  
Yankton, South Dakota

AMERICAN NURSERYMAN, published semi-monthly, three years \$6.00, 12 months \$2.50, Canada and abroad 50c per year extra.





## SURPLUS LIST

Showing  
CELLAR COUNTS  
Ready January 15th

All of our High Grade  
DECIDUOUS SHRUBS  
HEDGE PLANTS  
FRUIT TREES  
and  
ROSES

Are now in our Frost Proof Cellars.

ASK FOR YOUR COPY

HUNTSVILLE WHOLESALE NURSERIES  
HUNTSVILLE, ALABAMA

## Bulletin No. 1

is ready. A copy should be on your desk. It's crammed full of good things, both new and old and popular and desirable. Prices are right—here's a sample so you can judge for yourself:

Catalpa Bungei, 5-6 ft.	Per 100
" " 4-5 ft.	\$60.00
Silver Maple, 1½-1¾ in.	40.00
" " 8-10 ft.	65.00
	45.00

Of course we have everything else too and our service can't be beat. Ask the man who uses it.

**A. WILLIS & COMPANY**

Wholesale Nurserymen

OTTAWA, KANSAS

## SHORT ITEMS For Your Spring Trade

are being picked up rapidly and are getting very scarce.

Better let us price your want list while we still have a good assortment.

**Onarga Nursery Co.**

CULTRA BROS., Mgrs.

ONARGA, ILLINOIS

## Wayside Gardens

HARDY PERENNIAL PLANTS  
EXCLUSIVELY

Write for Trade List.

**THE WAYSIDE GARDENS COMPANY**  
MENTOR, OHIO

## Vincennes Nurseries

W. C. REED & SON

VINCENNES, IND.

### Announcements

### For Spring 1929

**CHERRY**—One year, in car lots or less  
Both Sweets and Sours

**CHERRY**—2 year—all grades  
Limited amount of both Sweets and Sours

**PEAR and PLUM**—XX & 11/16 leading varieties

**TURLEY APPLE Trees**—One year Buds, 4 to 6 ft.

## PYRAMIDAL ARBORVITAE

Up to 5 feet

**RETINOSPORA PLUMOSA and PLUMOSA AUREA**

Extra heavy Sheared Specimens up to 3½ feet

**AUSTRIAN and SCOTCH PINE**

Up to 7 feet

Every Plant a Specimen

Ask for Special Prices on carload lots

Complete List of

**POT-GROWN LINING-OUT STOCK**

Now Ready

**HOLLANDIA GARDENS**

SOUTH VIENNA,

OHIO

**SPIREA VANHOUTTE**  
2-3 ft., 3-4 ft., and 4-5 ft. in quantities.  
**HYDRANGEA ARBORESCENS**  
15-24 in. and 2-3 ft.  
**HYDRANGEA PAN. GRAND.**  
15-24 in. and 2-3 ft.  
**BENNETT'S THUNDERBOLT, CALIFORNIA PRIVET,** and all other SHRUBS in a good assortment.  
**WISC. WEeping WILLOWS**  
6-8 ft. and 8-10 ft.  
**FRUIT TREES, GRAPE VINES, and SMALL FRUIT PLANTS**  
**"WEST has the BEST"**  
**T. B. WEST & SONS**  
PERRY, OHIO

**NORWAY SPRUCE**  
**BLACK HILL SPRUCE**  
**ORIENTAL SPRUCE**  
**WHITE SPRUCE**  
Specimens in all varieties up to 5 ft.  
**BUXUS SEMPERVIRENS**  
10-12 in.—12-15 in.—15-18 in.  
VERY BUSHY AND HEAVY  
Can Furnish Same in Carload Lots  
Will have several thousand  
**CUTLEAF WEEPING BIRCH**  
to offer for Fall and Spring delivery  
4-6 ft.; 6-8 ft. sizes  
**The Independence Nurseries Co.**  
INDEPENDENCE, OHIO

WE SPECIALIZE On Items Below:  
**FRUIT TREE SEEDLINGS**  
APPLE FRENCH PEAR  
USSURIENSIS MAZZARD  
**SHADE TREES**  
CHINESE ELM (U. Pumila)  
Both seedlings and transplants  
EUROPEAN MOUNTAIN ASH  
AMERICAN ELM  
CATALPA BUNGEI  
PRUNUS TRILOBA  
THORN, Paula Double Scarlet  
WALNUT, American Black  
WALNUT, California Black  
PEAR 2 yr. 11-16  
BARTLETT B. BOSC  
FLEMISH BEAUTY SECKEL  
SHRUBS & VINES Leading Varieties  
**WASHINGTON NURSERY COMPANY**  
TOPPENISH, WASH.

**FOR SALE** Norway, Sugar, Silver, Sycamore, more maples 8-10 ft.; American and Oriental planes, 6-8 ft.; Pyramidal and American arborvitae, 2-3 ft.; Boxwood, Rhododendron, etc.  
**E. W. JONES NURSERY CO.**  
WOODLAWN, VA.

**TREE SEED SHRUB**  
**SHI PING CHI & CO.**  
Y. 791, N. Szechuen Rd., Shanghai, China

**Evergreen Seedlings Compact Stock**  
Rhododendron Maximum Seedlings, 12 to 18 ins. per 1000, \$65.00; Juniperus Virginiana and Canadian Hemlock, 12 to 18 ins., per 1,000, \$45.00. Well packed. Cash please. Larger stock ask for carlot prices.  
**Rhododendron Supply Company**  
Doeville, Tenn.

# HILL'S EVERGREENS

Year after year an ever increasing number of nurserymen look to Hill's for their lining out Evergreens. You may depend upon it that the items shown on this page are exactly as represented; true to name, fully up to grade and of a quality which is sure to produce results for you.

If you have not already covered your Spring planting needs in Evergreens, by all means do not delay. Fortunately our list is still complete so that we can take good care of your needs in a wide assortment of varieties.

Look over this list and send today for our complete Spring 1929 trade catalog.

## GRAFTED EVERGREENS FOR SPRING DELIVERY

	Per 100
Juniperus chinensis pyramidalis blue	\$85.00
Juniperus chinensis pyramidalis green	50.00
Juniperus sargentii green	50.00
Juniperus japonica	60.00
Juniperus japonica nana	75.00
Juniperus virginiana elegantissima	75.00
Juniperus virginiana glauca	45.00
Juniperus virginiana cananarti	45.00

## EVERGREENS FOR LINING OUT

		Each	Each
		100	1000
Abies balsamea	x 6-8 "	84c	71c
Abies balsamea macrocarpa	xx 6-8 "	10c	9c
Abies concolor	x 4-6 "	20c	19c
Abies concolor	x 6-8 "	30c	271c
Abies fraseri	xx 4-6 "	6c	5c
Abies veitchii	xx 6-8 "	10c	9c
Cedrus deodara	o 4-6 "	6c	5c
Juniperus chinensis	o 6-8 "	84c	71c
Juniperus chinensis	xx 10-12 "	25c	24c
Juniperus chinensis pfitzeriana	x 4-6 "	14c	13c
Juniperus chinensis pfitzeriana	xx 8-10 "	25c	24c
Juniperus chinensis pfitzeriana	xx 10-12 "	30c	29c
Juniperus communis	o 6-8 "	31c	21c
Juniperus communis depressa	o 6-8 "	5c	4c
Juniperus communis depressa	xx 10-12 "	35c	30c
Juniperus communis depressa	xx 12-18 "	50c	45c
Juniperus communis hibernica	x 6-8 "	11c	10c
Juniperus excelsa stricta	x 6-8 "	20c	19c
Juniperus horizontalis douglasii	xx 6-8 "	20c	171c
Juniperus japonica	xx 8-10 "	25c	24c
Juniperus sabinna	xx 6-8 "	15c	14c
Juniperus sabinna	xx 10-12 "	40c	371c
Juniperus sabinna horizontalis	x 4-6 "	131c	121c
Juniperus scopulorum	o 6-8 "	8c	7c
Juniperus virginiana kosteri	xx 8-10 "	30c	271c
Larix europea	o 8-10 "	3c	2c
Pachysandra terminalis	x 4-6 "	6c	41c
Picea canadensis	o 6-8 "	41c	31c
Picea canadensis	x 8-10 "	7c	6c
Picea canadensis	x 10-12 "	10c	9c
Picea canadensis	xx 12-18 "	25c	24c
Picea canadensis albertiana	x 6-8 "	10c	9c
Picea excelsa	x 6-8 "	3c	12c
Picea excelsa	x 8-10 "	91c	81c
Picea excelsa	x 10-12 "	11c	10c
Picea excelsa	xx 12-18 "	161c	15c
Picea pungens	o 4-6 "	41c	31c
Picea pungens	x 8-10 "	13c	12c
Picea pungens	x 10-12 "	16c	15c
Pinus mughus	xx 4-6 "	11c	10c
Pinus mughus	xx 6-8 "	14c	13c
Pinus mughus	xx 8-10 "	371c	321c
Pinus nigra	o 4-6 "	31c	21c
Pinus nigra	x 6-8 "	6c	5c
Pinus nigra	x 8-10 "	7c	6c
Pinus nigra	x 10-12 "	9c	8c
Pinus ponderosa scopulorum	o 8-10 "	31c	21c
Pinus ponderosa scopulorum	xx 8-10 "	8c	7c
Pinus strobus	o 6-8 "	31c	21c

o indicates seedlings. Each x indicates one transplanting. B&B signifies balled and burlapped. 50 of the same variety and size at 100 rate; 500 at 1000 rate. Send for new Spring trade list now ready. If you have not received our 1929 descriptive catalog, showing over 40 illustrations in natural colors, ask for a copy. One copy free, additional copies 50c each.

Pinus strobus	x 8-10 "	6c	5c
Pinus sylvestris	o 6-8 "	3c	13c
Pinus sylvestris	x 8-10 "	6c	5c
Pseudotsuga douglasii	o 4-6 "	41c	31c
Pseudotsuga douglasii	x 8-10 "	15c	14c
Pseudotsuga douglasii	xx 10-12 "	20c	19c
Taxus cuspidata	o 4-6 "	10c	9c
Taxus cuspidata	x 4-6 "	20c	19c
Taxus cuspidata	xx 8-10 "	50c	40c
Taxus cuspidata nana	x 4-6 "	20c	19c
Thuja occidentalis	x 10-12 "	71c	61c
Thuja occidentalis	xx 12-18 "	20c	19c
Thuja occidentalis	xx 18-24 "	25c	24c
Thuja occidentalis douglasii aurea	xx 8-10 "	15c	14c
Thuja occidentalis douglasii aurea	xx 10-12 "	20c	19c
Thuja occidentalis douglasii pyramidalis	xx 6-8 "	15c	14c
Thuja occidentalis douglasii pyramidalis	xx 8-10 "	20c	19c
Thuja occidentalis globosa	x 4-6 "	6c	5c
Thuja occidentalis globosa	xx 8-10 "	12c	11c
Thuja occidentalis hoveyi	x 10-12 "	10c	9c
Thuja occidentalis hoveyi	xx 8-10 "	12c	11c
Thuja occidentalis little gem	xx 6-8 "	35c	30c
Thuja occidentalis lutea	xx 6-8 "	171c	161c
Thuja occidentalis pyramidalis	xx 10-12 "	15c	14c
Thuja occidentalis pyramidalis	xx 12-18 "	40c	371c
Thuja occidentalis pyramidalis	xx 18-24 "	50c	471c
Thuja occidentalis pyramidalis	xx 24-30 "	75c	70c
Thuja occidentalis recurva	xx 8-10 "	20c	19c
Thuja occidentalis rosenthalii	xx 6-8 "	20c	19c
Thuja occidentalis umbraculifera	xx 6-8 "	20c	19c
Thuja occidentalis vareana	xx 8-10 "	15c	14c
Thuja occidentalis woodwardi	xx 8-10 "	15c	14c
Thuja occidentalis woodwardi	xx 10-12 "	40c	30c
Tsuga canadensis	xx 4-6 "	131c	12c
Tsuga canadensis	xx 6-8 "	161c	15c
Tsuga canadensis	xx 10-12 "	40c	371c
Tsuga canadensis	xx 12-18 "	50c	471c

## ASSORTED BIOTAS

These trees have been transplanted once and are one year, much superior to new cuttings.

	Each	Each
	100	1000
Thuyorientalis conspicua	4-6 "	20c
Thuya orientalis aurea nana	4-6 "	131c
Thuya orientalis aurea nana	6-8 "	15c
Thuya orientalis aurea nana	8-10 "	25c
Thuya orientalis bonita	4-6 "	13c
Thuya orientalis compacta	4-6 "	13c
Thuya orientalis compacta	6-8 "	15c
Thuya orientalis pyramidalis	6-8 "	15c
Thuya orientalis pyramidalis	8-10 "	171c
Thuya orientalis pyramidalis (Baker's)	4-6 "	13c
Thuya orientalis pyramidalis (Baker's)	6-8 "	15c
Thuya orientalis pyramidalis (Baker's)	8-10 "	171c

## THE LEADING DWARF EVERGREEN HILL MUGHO PINE

### Genuine True Dwarf Type

Always in good demand for high-class landscape work. Establish an ample supply of these desirable evergreens in your nursery this year. There is a heavy demand in all classes of trade for Mugho Pine. Here is your opportunity to purchase stock of the highest quality at new low prices.

All stock carefully dug, properly graded and guaranteed to be first-class in every way. Under favorable growing conditions, these trees will make salable plants for the retail trade in two years, when they will be worth from three to four dollars each.

	Per 100	Per 1,000	Per 10,000
4-6 inch xx, Twice Transplanted, 11c ea.	10c ea.	8c ea.	
6-8 inch xx, Twice Transplanted, 14c ea.	13c ea.	11c ea.	

# D. HILL NURSERY Co.

EVERGREEN SPECIALISTS - LARGEST GROWERS IN AMERICA

BOX 402

DUNDEE ILL.



